

# Even in Business, Chemistry is Key



In any relationship, chemistry is important. Consider a first date. Both parties are on their best behavior, trying to figure out if they have a connection. Is it worth pursuing? The woman might try to impress her date by brushing up on her travel knowledge, while the man might try to woo his date by discussing his love of cooking. For anyone who has spent much time in the dating world, finding that right chemistry match can be brutal. There are great dates with an instant connection as well as very, very bad dates.

The same is true in business relationships between employees, clients and vendors. When considering new clients, we often decide whether to take on business based on the level of chemistry between our team and the client. We want to ensure an agreeable match so that no one is led astray or disappointed.

So what can you do to get to the second “date”? We’ve outlined a few steps worth considering to make a good impression and build a solid relationship in the professional world.

- **Listen.** Whether you are giving a presentation, interviewing a candidate or having coffee with a potential client, **make sure you don't just talk—listen**. When you ask questions and listen, people generally feel valued and more connected. If you talk nonstop, it instead gives the impression that you aren't interested in the other person or their goals.
- **Be Human.** Chemistry is often determined based on more than just the meeting topic. Connections can be established on a personal level that help form a business relationship. For example, if you share with a prospective client that your kids play soccer and he or she relates, a bond is created. We often are so focused on “wooing” the other person that we forget to let our personality show, a side people often appreciate.
- **Be Proactive.** It isn't enough to just have an initial meeting. You need to make an honest effort to keep the relationship alive. Just like a romantic date, you can't expect the magic to happen immediately after you went to dinner. You have to foster the relationship. For example, if you meet with a prospective client and later come across an article that might be of personal or professional interest to him or her, send it on over. Even in the business world, it makes people feel good to know you are thinking of them.

It would be nice if, when conducting business, you could simply plug your information into a site, find a match based on compatibility and determine whether you have good chemistry, like many dating sites claim to do. But for now, you'll have to rely on the work you do and the relationships you are able to cultivate.

## **Why Good Chemistry is Crucial Even in Business Relationships**



The savvy scribe recognizes that the simple laws of supply and demand only scratch the surface when it comes to a successful freelance business.

He knows that the better he is able to connect, collaborate, and carry out the wishes of those whom he serves, the greater the likelihood of future projects, referrals, and continued profits. From my experiences, it's not just about doing good work.  
(If only it were that simple.)

In fact, many clients and customers can attest that they have severed business relationships with some very competent folks because there was a key ingredient missing in the mix.

In a word...it's called chemistry.

Whether it's in the corporate arena, or the world of freelance—people like to work with people they like. Bottom line.

I'm not saying that you have to be passionate about each other.

But there does have to be mutual respect, an atmosphere of trust, a similar "language" being spoken, and a general meeting of the minds. With this being said, here are three key reasons you need to click with your clients.

1. Chemistry makes whatever the project less stressful. As someone who has passed up paying clients, and also someone whom clients have decided to pass by, nobody wants to operate in a business relationship that is full of tension, turmoil, discomfort, and triflingness,(is that a word?). :-)
2. Good chemistry brings out the good in all parties involved. People who don't feel as if they are being "tested" often perform better.
3. Good chemistry increases productivity, because there are fewer issues to resolve, and less time devoted to non-creative "agendas".

**Your turn. How crucial is chemistry in your opinion? Or does it matter?  
Any horror stories here?**