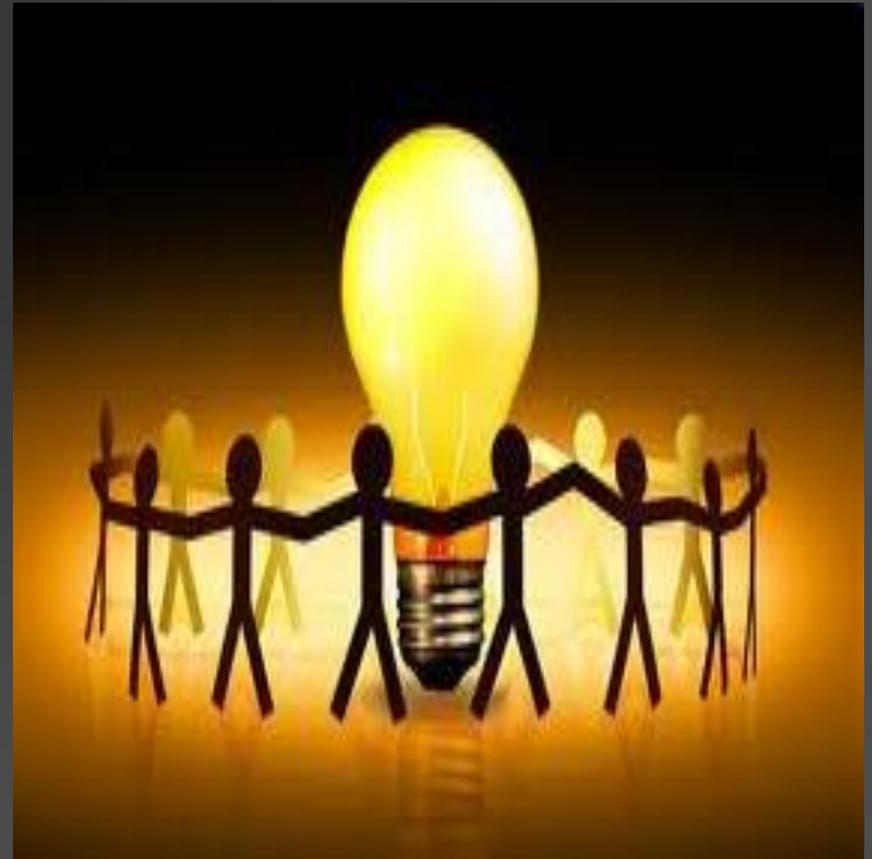


Networking

- What is the purpose and definition of networking?
- Let's break the word down – 2 parts – net and work.
- Building a business using the strategy of networking.



Business Networking

- Biggest Mistake
- Shark attack
 - Transactional versus long term thinking
 - Tactical versus strategic



Shark Attack

It's nice to meet you.
Tell me your name.

I HAVE JUST WHAT
YOU NEED!!!!

JT

The Main Thing



- Goal is to build relationships
- What is the value of relationships over transactions?

The Main Thing (cont)

- Building Referral Sources
- Building Referral Partners
- Expanding your resources
- Finding ways to help people you meet
 - Becoming a resource
 - A Go To person



Types of Networking



- Event Networking
- Trade Shows
- Small focused groups or power groups
- One to Ones
- Social and Online Networking
- Networking Organizations

Business Networking Events

- Working a Room
- Set a goal
- Who do you want to meet?
- How many of them do you want to meet?
- Defining a Golden Opportunity



Business Networking Events The Tools of Networking



The Successful Networker has what in their possession at all times?



Networking Events, So what do I do now?

- Collecting business cards
- What do you do with the cards?
- Write notes on them
- Put them into your database
- Send them a nice thank you
- Follow-up on any promises you made

The Trade Show

- Working a Trade Show
- Honor the Booth
- Spend at least a minute in each booth listening to their pitch
- If they ask for yours – give it.
- Find out who a good customer is for them
- Is there a way you can help them?



Small Focus or Power Groups



- Power Groups defined - different non-competing businesses serving the same market
- Meet and review current clients/customers
- How can we share them

One to Ones

- The powerful force of relationships that are synergistic
- Creating one to one opportunities
- What do you do during a one to one?
- The GAINS profile, its all about them



Social Media and Online Networking

- The spread of “social media”
- How can it help your business?
- How to use social media
- What to do, what to say and how to say it
- What not to do
- Business or industry groups identified with your industry



Networking Organizations



- General Purposes and Methods of GREAT Networking Groups
 - Meet weekly using a structured agenda and program
 - Each person presents regularly
 - Help each other grow their business by bringing referrals

Networking, So what do I do now?

■ Preparation + Opportunity = Successful Outcome



- 30 Second Elevator Commercial, Can you describe your business succinctly in 30 seconds
- In language the listener can understand?
- Avoid labels

Divine Intervention and Appointments



- When we expect Almighty God to open doors and create opportunities, then he does!
- The Result is a Growth in your overall revenue