



# The Art of Networking

Beyond the Science of Building Relationships

## Creating Relationships That Lead To More Business For You

Simply stated, networking is contact to establish relationships that can lead to business. Sometimes the path to business is direct; other times it is indirect such as referrals. The person you know knows someone else who needs your services. This is the most important rule of networking.

Many people go to a networking event hoping to do business. It doesn't work that way. Your goal of attending a networking event is to meet two or three people, find a reason to follow up and start a relationship. The business will most likely come from an indirect referral that they know needs your services and expertise.

Networking means making these contacts and building on them by talking with people about what you do and who you are. It also is, in turn, listening to them to see how you might assist them in what they do. "Making the contacts" happens in a number of ways but it usually is an initiative by you to introduce yourself, start a conversation or an introduction by another person.

### At a networking opportunity, resolve to:

- Meet 10 new people
- Get 8 business cards
- Note something of interest about each one
- Send follow-up notes to 5 of them
- Continue a relationship with at least 2 people

### Networking tips:

- Set goals before you go
- Arrive early, leave late
- Help at the registration table
- Connect with people who can become a "power partner" (someone with similar prospects and can refer business to and from)
- Show interest – "People don't care how much you know until they know how much you care." Let them talk about themselves.
- Act like a host rather than a guest

**All Things Equal:** People Do Business With People They Know, Like and Trust!

**All Things NOT Equal:** People Do Business With People They Know, Like and Trust!