

Networking is defined as “participating in regularly scheduled activities with individuals who share a common interest or connection for the purpose of long-term relationships. ”

1. Its like joining a gym - Put it on your calendar, take your gear (business cards), learn what exercises will lead you to your goal, and keep at it. Results will be realized one step at a time over the long run.
2. Never Sell – anything except yourself that is! Your goal is to take an interest in others because people “buy people” before they consider buying products or services. Be a great listener. Make notes immediately following each event. Learn what the other person is interested in but never drift into your sales pitch. Respect, sincere interest, and basic manners will be remembered more than any catchy sales phrase. Build the foundation of trust and you will have accomplished a lot!
3. It is better to give than receive – Become the valuable resource person that others seek out when they have a need. Offer your business card so others can contact you if they have any need. Make introductions, share information, follow up, and most of all, follow through on any promise you make. Mutual respect is more powerful than any product feature or price list.
4. It’s the power of one – One person usually knows at least 100 other people. If you make a positive, polite impression on the one, word will get around about you to at least 100. Now make that same impression to a room of 100 and you have reached 10,000!
5. Work the event – In advance, plan who you should try to meet, who you need to reacquaint with, who you should introduce to others. Soon you will be considered a key individual for others to know.
6. Never turn it off – Some of your most important networking moments will occur in spontaneous meetings: at your child’s ball game, in the hardware store, at the gas station. The same courtesy and interest in others will get you the connections you are hoping to establish.

