**10 Tips for Successful Business Networking**

by Stephanie Speisman

http://www.businessknowhow.com/tips/networking.htm

*Want to make your business networking more effective? Here are ten tips to keep in mind.*



Effective business networking is the linking together of individuals who, through trust and relationship building, become walking, talking advertisements for one another.

**1. Keep in mind that networking is about being genuine** and authentic, building trust and relationships, and seeing how you can help others.

**2. Ask yourself what your goals are in participating in networking meetings** so that you will pick groups that will help you get what you are looking for. Some meetings are based more on learning, making contacts, and/or volunteering rather than on strictly making business connections.

**3. Visit as many groups as possible that spark your interest.** Notice the tone and attitude of the group. Do the people sound supportive of one another? Does the leadership appear competent? Many groups will allow you to visit two times before joining.

**4. Hold volunteer positions in organizations.** This is a great way to stay visible and give back to groups that have helped you.

**5. Ask open-ended questions in networking conversations.** This means questions that ask who, what, where, when, and how as opposed to those that can be answered with a simple yes or no. This form of questioning opens up the discussion and shows listeners that you are interested in them.

**6. Become known as a powerful resource for others.** When you are known as a strong resource, people remember to turn to you for suggestions, ideas, names of other people, etc. This keeps you visible to them.

**7. Have a clear understanding of what you do and why, for whom, and what makes your doing it special** or different from others doing the same thing. In order to get referrals, you must first have a clear understanding of what you do that you can easily articulate to others.

**8. Be able to articulate what you are looking for and how others may help you.** Too often people in conversations ask, "How may I help you?" and no immediate answer comes to mind.

**9. Follow through quickly and efficiently on referrals you are given.** When people give you referrals, your actions are a reflection on them. Respect and honor that and your referrals will grow.

**10. Call those you meet who may benefit from what you do and vice versa.** Express that you enjoyed meeting them, and ask if you could get together and share ideas.

REP INSTRUCTIONS FOR THIS TRAINING

Dear Chapter Rep.

This is going to be a great training!

You will be introducing this information by

1. Reading it to your group. ( 5 minutes)

Group Interaction

1. Ask the members if they can add to this list with their ideas of any ideas that they have that were not listed. Please write these down at the bottom of the page and take a picture of it on your phone and send it to me. (5 minutes)

 Action Item- ( 8 minutes)

Tell them they will each have 3 minutes and keep a timer going. Let them know when they have 1 minutes left.

Ask the group to pair up and share with each other what their goals are for the month and who is the best referral for them. ( 3 minutes for each person)

To conclude this part of the meeting, ask your members what the best way to contact them with a referral would be. Open this to the group and have them raise their hand and you can call on them. (2 minutes)

With Practice you will be able to keep time and keep the program going. This is a work in progress. Let me know what is working and what is not working so I can make adjustments from my end!

Thank you so much! Have a great day…. You are a Leader!!! From~~ Tracy