



7 Tips For Networking Success

Get more from your business relationships

1. Make it easy for your network partners.

Crisp, clear statements about what you do, for whom, and the results you deliver, make it easier for them to tell others or find you potential opportunities.

Also don't forget the power of stories. Capture stories about the innovative things you are doing. I still tell one a sub-consultants shared with me many years ago.

2. You have to give to get.

This is a quote from one of my favorite networkers, Linda Lukas. It's a reminder that networking is a two way street. It gives us shortcuts. But nobody likes person who's always calling to see what you have for them. Find small ways to help your network partners and it will come back to you. Some examples include: technical articles, breaking news, leads, or even help with their hobby or family issues. Every little bit helps.

3. Find like-minded people.

Find people that sell into your market(s) and preferably to the same person within your target firms. Spend time with those who are willing to share information or even better those that will mention your firm when an opportunity comes up.

4. Stay in touch.

"Out of sight out of mind" or so the saying goes. Ask how best to stay in touch and how often – then do it! Relationships are like plants. They need care and attention to grow and produce fruit.

5. Don't forget to ask.

When you meet one on one, it's ok to ask for help. They may not realize what you want which may be new work, introductions or information. Four of the most powerful words are "who do you know". But come prepared to help them. Bring tips about their industry or stories about your firm that relate to them and share it. Plus it's always good to reinforce the 3 W's – what you do, who buys your services and what results you deliver.

6. Leverage the power of a "Wing-Man"

Attending events with a buddy can work well. They introduce you to their contacts as the expert in your field. This provides instant credibility, elevates you in the mind of the other person and leads to greater success. In return, introduce your buddy to your contacts. Another benefit is that seeing a friendly face (your buddy) amongst the crowd as you network your way through a sea of strangers can create a nice resting spot.

7. Know before you go.

Find out who will be attending an event before you go. Learn what these people are up to, their pain points or their concerns. When you get there, seek them out. Or better yet, get your buddy to introduce you for that dose of instant credibility. Use what you learned about them as a conversation starter. This can really make time spent at events much more powerful.

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