



Networking Guidelines

Attending Events

- ✓ Networking is an expensive and time-consuming activity.
- ✓ You are not going to sell anyone at a networking event.
- ✓ You can reap great rewards or you can make a whole bunch of friends.
- ✓ You must have specific actions to bring you clients.
- ✓ You must monitor the results to prioritize money and time spent.
- ✓ You are there to build trust & credibility.
- ✓ You are there to add qualified names to your Contact Data Base.

<p>Before every event:</p>	<ul style="list-style-type: none"> • Set an objective for the event. For example: “I want to come away with 3 people to have one on one meetings with.” • Decide what infomercial you are going to introduce. What is it you want to tell them? • What are you going to leave them with? For example: A flyer about your next talk. An article of interest. • Develop and review your qualifying questions. • Be sure you have your “leave sheets”, business cards etc.
<p>At every event:</p>	<ul style="list-style-type: none"> • Ask questions AND listen to the answers. You want to know more about them than about you. The more you know about them the more qualified your Contact Data Base. • Call to action. It can be a small step forward such as asking permission to go to the next step. For example: “From time to time I send out information that would be of interest. Can I include you on our mailing list?”
<p>Follow-up from every event within 48 hours:</p>	<ul style="list-style-type: none"> • Input business card information into your Contact Data Base including the categories. • Send an email or letter with a “call to action” (see next page). • Do what you said you would. If you said you will send an article or a contact name etc. do it! It adds trust. • Input trigger dates into your calendar for follow-up.

Follow Up

If you do not follow up with the people you meet at networking events then your best plan is to save your money (networking costs money) and stop all networking.

The better plan is to make sure you do follow up with the people you meet but make sure it is a personal follow up. There is nothing worse than receiving an email stating how pleased they were to meet you but containing no indication that anything you said was remembered by the sender; or even worse you never met the person!.

To ensure effective follow ups build an email or letter template so that you can quickly personalize it and have it sent within 48 hours of the event. An example of a template:-

The good to meet you statement:	"I was pleased to have the chance to chat at the networking event on Thursday."
The pain or joy statement:	"I agree with you that it is very difficult to both run your business and grow your business. As you said, you are already working 60 hours a week and have no time left to think about growth."
The trust and credibility statement:	"As promised, I have attached an announcement of our next seminar Overcoming the Barriers to Business Growth. I think you will find the content very appropriate to your situation."
The call to action:	"I will contact you the week of January 17 th to set up a convenient time to book a complimentary Vision Session. In the meantime, should you have any questions or if a specific need arises, please feel free to contact me at (416) 429-2415."

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