

Networking Guidelines

Attending Events

- ✓ Networking is an expensive and time-consuming activity.
- ✓ You are not going to sell anyone anything at a networking event.
- ✓ You must have specific actions to build qualified relationships.
- ✓ You are there to build trust & credibility, not simply to make friends.
- ✓ You are there to add qualified names to your mailing list; so you can include them in your ongoing communication and build a relationship

Before every event:

- Research the event for attendees, topics, format etc.
- Set an objective for the event. For example: “I want to come away with 2 people to have one-on-one meetings.”
- Decide what infomercial you are going to introduce. What is it you want to tell them? What is your call to action?
- What are you going to leave them with? For example: A flyer about your next talk. An article of interest or a tip sheet.
- Develop and review your qualifying questions.
- Be sure you have your business cards, notebook and pen.

At every event:

- Take notes; you can't possibly remember everything.
- Ask questions AND listen to the answers. You want to know more about them than they know 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. For example: “From time to time I send out information that would be of interest. Can I include you on our mailing list?”

Follow-up from every event within 48 hours:

- Input business card information into your Contact Data Base including the categories for future reference.
- Create an email template that can be quickly personalized with a “call to action” and send it within 48 hours of the event.
- 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.
- Link and follow on social media

Build Your Business By Building Relationships!

For the complete Networking Guidelines article, visit our website www.yourplanningpartners.com and look under “Free Resources – Tools to Manage Your Business”. Or read our Blog, ‘Networking Build your Business by Building Relationships’ under the blog section of our website.