
FRONT COVER:

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Foreword

Business people are by definition busy people and they have to be so as they are engaged in developing and directing their business and in marketing its product or service successfully however in order to do so they also have to engage with others and this takes time and energy. As business people are generally short of time they have to develop strategies to build relationships with others and to the principle strategy they employ are conscientious networking.



Connecting With Busy People Basics

The Networking Secrets To Use With Busy People

Chapter 1:

Networking Basics

Synopsis

No business can survive in isolation and no individuals in business can survive in business in isolation from others. Business is fundamentally all about relationships and connectedness with others.



The Basics

Networking is about building relationships with people who are happy to tell others about you and what you do. Word of mouth advertising like this is the most cost effective and powerful advertising.

Business people undertake networking in any group situation. They may seek to attend meetings, seminars and presentations related to their business in order to come into contact with others that work in their field.

There are organizations that are designed to support networking and networking can be undertaken in any social setting or gathering if it is deemed to be appropriate.

Essentially when undertaking networking business people aim to make contact with those that they believe to be of benefit in some way to their own organization and will possibly be able to obtain business from those people in the future.

Successful networkers aim to share with as many people as they can all the positives that they can offer. They are givers and offer advice and support to others and attempt to connect other individuals to each other.

Networking is all about what you can offer to support others not about what they others can do for you. Successful business people understand that the referrals and business may come later but in the first instance in order to build relationships they must be seen as having something to give.



Chapter 2:

Understand How Busy People See Networking

Synopsis

Networking is essential to all those involved in business it is one of the most important techniques that can be used to build up the relationships that are necessary for all businesses to operate successfully. Networking may be time consuming for a business operator but they see it as time well spent as it is all about developing contacts with other people to be able to do business with them in the future. Without a support network a business will fail.



Comprehend

To outsiders networking may appear to be frivolous lunch appointments, meet and greet sessions and wine and cheese presentation meetings but to the busy business person all such opportunities meeting with other business people or those people connected in some way to their business is essential business practice which done diligently and effectively will allow the business to grow and will support the growth of other businesses too.

Whilst in time business people hope to gain something for themselves from networking with others in the first instance they are hoping to give something of themselves and their own business to other people. In essence they begin their networking by trying to help and support others.

They aim to build up a relationship with the other business. It is the goal of business person to develop the relationship so that there is a good bond between the two organizations as they know that all businesses prefer to operate with other individuals and organizations that they actually like and have a good relationship with.

Fostering this friendship is vital to the network. Support and advice is given willingly to another business person who will be grateful for that and then a relationship can be build with that person perhaps in a social setting and over time it may be that business will be directed back.

Chapter 3:

Make Your Communication Memorable And Unique

Synopsis

In any social gathering or formalized networking situation there will be numerous business people actively engaged in positive networking.

Individuals present at the gatherings may well be approached by numerous individuals aiming to introduce themselves and initiate networking.

In a situation such as this any individual whose goal it is to be actively networking must have some clever strategies up their sleeves to ensure that when they make contact with others the contact is seen as a positive one.

Get Their Attention

To succeed in business and build a strong and sizeable network it is critical that all opportunities to meet new individuals are conducted well and that the other party will see the meeting as unique and memorable.

Someone is who consciously networking in any given social gathering needs to consider the gathering as “show time” and their opportunity to shine.

Although it may seem basic, it is important to consider basics such as personal appearance and ensuring that you are well groomed and dressed appropriately for the occasion.

By being well prepared ahead of the event success is more likely to be guaranteed. Networkers should have with them readily accessible distinctive business cards, brochures or flyers relating to the business and wear a conspicuous name badge. These are all things that will help the other individual to remember the networker.

Networkers must remember to leave their troubles behind at social gatherings. They must put on a happy face.

People will look forward to meeting you if you are energetic, positive and outgoing. You must be prepared to listen with focus. Really hear what the other party has to say.

Listen twice as much as you speak and this will demonstrate that you are interested. This point alone could be your point of difference and make your meeting unique.



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