

Business Tip: Connections Networking

What is your goal in attending a networking meeting? Is it to collect as many business cards as you can, or to give out as many of your cards as you can? Consider this goal – create 5 connections and demonstrate how you can add value to each of those 5. How could you accomplish that goal?

You walk up to a person and ask “What do you do?” They tell you they run a dry cleaning business, which they have had for X years and it is located on Y street. They may give you some more information about their business but they will probably just ask you “What do you do?”

If you want to create a connection, rather than just collect business cards, you’ll answer with “I’ll tell you about my business in just a second, but first, could I just ask you what is the biggest challenge you face in your business?”

Right there you have expressed an interest in their business rather than following the typical infomercial style of networking. Odds are the person will tell you about their biggest challenge and you may be able to think of a way of helping them, through your own services, a connection or referral or an introduction to someone else at the meeting. Even if all you do is listen and empathize with them, that will start to create a relationship.

At some point, the person will say, again, What do you do? and they now are much more interested in what you do and how they might be able to help you – because you created a connection with them by looking for a way to help them.

A great book on increasing sales through making connections is Jeffrey Gitomer’s ***The Little Black Book of Connections***. You can find a link to Jeffrey’s book on Amazon as well as several other valuable offers on my website www.SuccessAndProfits.com

For more information, please contact Van C. Smick – The Success & Profits Coach, at (866) 271-1097 or Van@SuccessAndProfits.com Van is also a Board Member of both the Concord and Middlesex West Chambers of Commerce.