

# How to business network


## Business networking effectively to get new clients

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# How to make the most of your business networking

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I am going to explain some of the greatest tips about business networking, which enable you to have more success in marketing your business and gaining more clients.

There will be things that you have already heard but not yet doing. Therefore, I am here providing you this quality information and hope that you take it on board as well as implement one or two of these recommendations at least to help you attract more clients.

## Summary of this report:

- Guide on simple steps to effectively business network.
- Reasons why not to sell at business networking and how that will actually get you more prospects.
- How to actually enjoy business networking by making it a socialising and mingling environment.
- Ways to take further actions and support from me.

## Prepare for your business networking - the simple steps

The most important lesson about business working is to be **prepared**.

### Use any situations to business network

Please note that business networking arises at social environment situations such as gym, church, shopping centre, weddings or anywhere else. You can approach any interactions at these situations as a chance to business network is exactly the same as formal business networking events.

### Who is your ideal customer

You must identify who is your ideal customer. This is vital as it will make a huge difference to **what** you should say about yourself and **where** you should network. Many people emphasize on a too broad target market. It is important to really set it uniquely and specifically and not just a gender and location.

Think about whom is the ideal referral to you? What is it about them makes them an ideal referral and consider this a potential perfect target market for you.

Remember you can reach the whole world but it is too broad, it is so broad that people will not know how or who to refer to you. If you make it simple easy and different for people to understand who is your ideal target market they will refer to you.

If you say you want anybody you will get nobody referred to you.

So stop and think “what is my ideal target customer?” making sure that it isn't just women in Texas, but highly specific.

Once you have decided this fully, you can then position yourself and market to them. This will make a huge and big difference to your business.

Once you have decided, you can then position yourself and market to them. This will make a huge and big difference to your business. When you have established this, you will also know the key referral partners you wish to attract by narrowing down your target customer you have educated them to easily refer to you.

## **Know how to answer what do you do?**

You also need to know what and how to respond to the frequent questions at business networking events such as- “So what do you do?”

At this point, it is not necessarily for you to clarify a trade or profession because people will automatically assume that you are their perception of that trade or profession. They may construe they already have that kind of person, or associate negatively to that trade or profession.

You have probably heard that you need to say something different that makes you more remarkable than the rest. This should not be hard because we are all very different. If you provide good services people will be complimenting you and telling you what's good about your business anyway, you just need to take note of your compliments and repeat them which is very easy and fun to do.

Here is a formula to direct you for the answer of ‘what do you do’. Firstly, you can adapt and change this to suit yourself, be yourself in order to ease your speech without cracking your head. Besides that, you are encouraged to be creative in the words. Here is a useful short advert for yourself to assist you in both personal and business networking.

Here it is the formula: **I help\_\_\_\_\_ , with\_\_\_\_\_ problems get\_\_\_\_\_ solutions**

You will be amazed on how helpful it is when you are saying things about yourself using this formula.

Curiosity and interest will be generated along the way on how you are doing it. You will be asked how do you give the solutions and it is important that you do not specifically say the how of how you get solutions. You should not get technical on the how you do things, it will sound boring and they may not understand what you're talking about.

Instead you should have a little story giving a example of how you provide such solutions. So think of one of your best clients, the problems they had and the solutions you gave bringing them to a better position today.

If you use this formula I am advocating, the response to the “What do you do question?”. will find the clients you love to work with.

I also want you to consider that there may be clients that are imperfect and that you may want to consider moving these on. They will also be clients who refer you more imperfect clients. Be fussy and only work with people you really want work with, just like the exclusive Hotel only wants well-dressed people to enter.

## **Choose the right places to business network**

It is important that you network at the right places.

So, start asking yourself where your ideal perfect customer is. You should be going where they go. So if you have an ideal perfect customer asked them where they go and what they do? This is same as looking for your perfect target market referral partners and ask them what they do and where they go?

## **Have a question ready**

You should always have an ask question ready.

So social skill is important so that you could mingle with people, you need this to communicate and find something in common with them or a connection to them. This should not necessarily be asking about how to find new clients, but you may need a referral to a particular trade or profession. Asking for help from someone will make them like you because you will make them feel needed.

An example is does anybody know a banker in my suburb?

This process builds trust and kick starts the referral process.

## **Why not selling is the key**

### **Enjoy and socialise**

Try to construct business networking through a connection. Have a pure mindset in building a connection with your business networking colleagues first instead of work and selling. Use the time preciously to make as many connections, arrive early and leave late. Relax, enjoy and listen to the wonderful individuals you meet in life and business network.

### **Not selling is the key**

The key feature is to connect with people and you will sell more without even mentioning your business. Remember, do not oversell, but you can gently mention your services.

## **Intend to make long-term connections**

Intention must be right. People will be able to tell if you are here for the sake of attracting clients or you there for a new friend, referral connection, or you are someone who is there willing to lend a hand. People like to deal with people they like.

## **Connect and socialise**

I already made a point of connecting and socialising but if you're not sure how here are some more tips

Simply remember everyone you meet lives outside of work business. Listen to them instead of just talking about you and your business. People are usually convinced by those who help with pure intention and most likely offer themselves into a business/trading relationship with them.

Try to ask some questions which will identify some common interests such as:

- Family backgrounds
- Hobbies
- Kids
- Pets
- Sports etc

Get as creative as possible. This is a critical part of business network and will make the following up your business networking leads much easier as you can continue on the conversation.

Just like you would normally not talk a lot of business when you have a lunch visit or meeting with friends or client, you should do the same with a potential lead at business networking.

As a reminder, you need to make sure it isn't about yourself but listening and learning from them. Additionally, if you do not initially like someone or think they may not be much value to you, ask yourself or ask them what is impressive about them, or their needs and of course you can ask them your question if you have a need to such as do you know a banker in my suburb.

Compliment people with a genuine compliment such as for men especially nice tie or nice shoes or you come across well up there if they have just had a talk.

Remember people usually get nervous in business networking situations so your words of reassurance will make them feel comfortable.

Try to mirror the way people speak to you, this again makes them like you.

## Following up

Of course this is very important, in fact if you do not follow up business networking leads, you probably shouldn't waste your time even attending business networking events. So if you're not going to follow-up save your time and money not attending business networking events.

If you make a proper connection and find something in common your follow-up will be a very simple. These days with many social media it is easy to quickly connect to people and follow-up through this means or you may phone or e-mail.

Realising something in common between you and the other party will make the follow up much simpler. I use an application on my Iphone which takes a photo of a business card and converts it into an outlook contact and I can invite a connection on LinkedIn. It saves me so much time in following up and building my business networking lists. It is called Camcard.

It is important when you are booking into your diary business networking event that you also schedule time to follow up your leads perhaps an entire hour after the event.

It is important that you have up to 6 times exposure to a person before they will refer to you. It may be necessary to have more than one contact at the business networking you meet at which is subsequently followed up with further contacts such as social media, e-mail, phone or meetings. Try referring to them as soon as possible.

## Have a plan for business networking leads

Do not try to meet everybody in the room.

Have a plan along the lines of this for every business meeting.

- Aim to only have say 10 new connections
- Follow up at least five of these and
- Build three long-term connections ; and
- Cherish One ideal referring network connection

Remember focus on a few network partners is better than not focusing on any. Spread yourself thin and you get thin results.

## How to develop the missing ingredient to getting more clients

The two most important things are:

- Develop referral networks
- Find partners to send you your ideal client

Even when someone is an immediate obvious selling lead at a business networking event, you should not sell there. Simply, promise to make a time to follow up. You are better off using your time to gather new leads and connections as well as keeping your sales techniques to yourself.

Develop your relationships with fellow business network so you can end up helping each other.

If you are still not having success with your business networks even having polished up your business networking etiquette along the lines I have suggested, then perhaps it is time to find other business networking places which more adequately have your perfect customers in or perfect referral network leads in.

Always share your great connections in business networking and try to connect people with other people, do not be stingy and keep good people to yourself. Remember that if you do refer people to fantastic other people they will remember it and value your referral is highly which is a great step in the process of establishing trust in a referral business network success.

I truly believe that you will receive the amount of referrals you give. It is just sometimes easier to forget when you get them, than when you give them.

Some of you can use the information I have given you and go through on your own and get that more business networking success. But for some of you, you may not be sure of how to get ahead and get more ideas and leads.

Here is a way to take some action and implement the ideas now.

**Call now for an appointment at our office on 08 8337 4460**

For more information visit <http://www.taxaccountingadelaide.com.au/>

Or call for a confidential appointment to meet us to discuss your needs.

<http://www.taxaccountingadelaide.com.au/contact>


Romeo Caporaso

**Tax Agent and Business Accountant**

*Call now to save time and money in your life*

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## Further offer of coaching

For a limited time, I am going to offer a free one-on-one session but I'm limiting these two only the first seven people who can sign in

The way to sign in is to complete the attached questions so I can judge whether you can benefit from my coaching.

Give yourself the gift and spend some time on your own business

It will help you to strategise from where you are now to get to where you want

There are only seven seats available

I understand it is sometimes hard to take action outside your normal activity. However, stepping out of your comfort zone may give you the real success you ever wanted.

My free one-on-one session is not a sales pitch but just a strategy session.

Fill out the questionnaire as I cannot help everybody and if you are a suitable candidate and have the determination to succeed we will contact you with available times for the session via phone or Skype.

Remember you have nothing to lose

Spare some time and invest in yourself. I can guarantee you be equipped with some clarities about what you need to do in order to make business better for yourself.

I really want you to take huge strides forward in improving your business networking.

Too many people are trying but just don't have them rule book on how to really get an effective.

Improve your business networking because you can get tons of business from it and it is the best way to market your services. Go where your competitors aint.

It is time for a change, so take the step to getting all the business you craved and deserved.

Change your knowledge to change your results. Start making your decision by enjoying the free one-on-one conversation.

Remember business networking is fun and improve your technique and it will work fantastically on your business success

## About you form

*First name*

<b>Surname</b>	
<b>Nationality</b>	
<b>Email</b>	
<b>Skype name</b>	
<b>Phone number</b>	
<b><i>Background on your business what is your business name and website address how long have you been in business?</i></b>	
<b><i>How have you marketed your business so far and rate your success?</i></b>	
<b><i>What is hard about getting referrals for you?</i></b>	
<b><i>What do you want your business to look like in six months time and 5 years time?</i></b>	

<p><b><i>What is stopping you or hard in your business or finances?</i></b></p>	
<p><b><i>What opportunities are you not taking?</i></b></p>	
<p><b><i>What makes now the right time to succeed?</i></b></p>	
<p><b><i>Who do you admire? What makes you fall short of them?</i></b></p>	