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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*

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### 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*

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### 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***

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### **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.



# Chapter 4:

## *Get An Introduction From A Mutual Friend*

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### Synopsis

One way of consciously networking is to ask a friend who already has a relationship with an individual that you would like a relationship with, to introduce you to the third party.

This essentially is what networking is all about however making a contact in this way carries with it the responsibility of ensuring that you perform well at the initial meeting, follow up well and then perform well in the business relationship as your performance will reflect back on your friend.



## **Connections**

Before the initial meeting it is crucial that good preparation for the meeting is undertaken. You must have a clear understanding of what it is that you and your business actually do and you must be able to articulate this.

You must also be articulate in what you are looking for and how the other party can help you. You must know exactly what you want to achieve. Have a plan and know what you want the outcome to be.

Attend the meeting in a very positive frame of mind and endeavor to display your high levels of energy and enthusiasm and appear friendly.

Conduct the meeting well remembering that it is important to make a good first impression because business will be done with parties that like and respect each other.

Whilst you want the contact and help that the other party may have to offer, it is essential not to appear needy but to present your business as a helper and one that can support and assist the other party.

Following on from the meeting it is essential that there be well conducted follow up. Make contact with the other party preferably by phone.

Thank them for meeting you and pay them and their business a compliment. It is appropriate that you can ask to meet them again either formally or else informally over a meal or drink to get together and share ideas.

# Chapter 5:

*Learn How To Be Interesting And Convey That*

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## Synopsis

To be successful in business it is important to strive to ensure that all meetings in networking situations should be positive experiences for both parties.

If they aren't then the meetings have caused you to lose potential business. For the meeting to have a successful outcome both parties need to feel a connection with each other and to have a feeling of mutual respect.

That is a tall order when a meeting may only last a few minutes. It can be achieved if you are able to meet with the individual and come across as trustworthy and interesting.

## **Hold Attention**

Remembering that business people receive innumerable introductions it is vital to be able to maintain their interest in you when you engage them initially in conversation.

Being friendly without appearing to be false will certainly help. It is important to portray a positive and energetic outlook. Being well prepared for the meeting and knowing exactly what your business can offer to help and support is paramount.

It is essential to articulate what you can do but equally essential that you listen with focus to the other person and genuinely engage in what they are saying to you. Interesting people are those who are interested in others.

Business contacts have to be able to trust one another to be able to do business. It is important to be sincere and honest about what is discussed. There is no point in exaggerating truth or lying or trying to impress with false information about your business.

It is essential that you convey information honestly and are up front with about misgivings or weaknesses that you or your business may have. Honesty will convey trustworthiness and that is the image that you must strive to portray. Businesses will only do business willingly with those they can trust.



# Chapter 6:

## *The Importance Of Being Genuine*

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### Synopsis

It cannot be stressed too often that business people like to do business with others that they like and trust.



## **Important Tips**

Trusting that what individuals say and what they can do and deliver is paramount to the foundation of a business relationship. The business world is one full of with many individuals courting one another to further their own ends.

Many parties will attempt to secure a business relationship by being untruthful or not genuinely respecting the other party. In order to stand out from others and secure the relationships that are needed it is important to be genuine in all business dealings.

No individual likes being primed for the pump or being fawned over. To be bona fide it is essential that you are genuine in your interests with others and at an event.

You must know what your objective is and be able to articulate it to others in a clear and confident way. It comes back to building trust.

There is a big difference between being interested and in trying to be interesting. If you are interested in learning about someone and their business entirely for the sake of learning about the other person you will leave a lasting impression as someone who really cares. Being genuine with others in all your dealings in business reaps dividends.

# Wrapping Up

Any business person genuinely wanting to support a network must be seen to be doing that. They must go out of their way to assist to make introductions.

Holding a voluntary position within a support network group is a great way to visibly display the desire to give back to the group.

Genuine networkers are a powerful source for others. This is important as when you are known and a strong resource others will remember and turn to you for support and help and this will keep you visible to them.

