

## Networking Unravalled

Why network? This shouldn't be telling you new reasons why you are networking, you should already know your own reasons. There should be some type of information, company, or person that you are looking for. Once you have a reason to network, you should be choosing events that have a high probability of helping you achieve this objective. If you don't have a reason, you need to assess if you should be networking as it takes a lot of time and money to do it correctly.

Time. Networking is a great sales tactic, as sales close faster when relationships are formed. But this means that you actually need to attend meetings. Some groups meet weekly and some monthly. If you are going to leverage networking as a sales technique, time will be required.

Money. Networking can sometimes be quite expensive depending on the group and the types of guest speakers or organization of the event. For instance, if you are selling to dental offices, you should be joining associations that dentists join where membership fees dentists' earnings. Selling to corporate can have the same monetary constraints, as most corporate networking events can be hundreds of dollars for a very short time period.

**TIP:**  
Networking  
keeps you open  
to new  
opportunities.  
Get out!

Choose your networking events wisely in relation to your networking goal to get the most benefit out of going to them.

### Business Solver Modules:

- ❖ Getting a Mentor
- ❖ 30-Second Pitch
- ❖ Networking For A Difference

