

# TiPS Program Networking Concepts



## EIGHT ELEMENTS OF A NETWORK CHAMPION'S PROFESSIONAL NETWORKING INTRODUCTION

### 1) **Name, Title & Business**

You must tell them who you are, what is your experience and/or qualifications, the name of your business, etc.

**(What do you want them to know about your professionalism)**

### 2) **The Type of Business You Are In, Type of Clients You Have, Specialties, Target Market, or Business Focus**

Describe your business model, clientele and best services.

**(How you position your business)**

### 3) **What Makes Your Business Better, Different or Special**

Give a description of 1, 2 or 3 of the most compelling attributes about what you do for your clients and customers. Promoting your referral worthiness.

**(What you stand for)**

### 4) **Networking is a Value Added Tool**

Express how networking adds value to your existing client relationships and to your trusted professional network by providing referrals.

**(You are a "Giver" and not just a "Taker")**

### 5) **Expanding Your Network**

Tell them you are interested in establishing networking relationships based on trust and a commitment to helping each other through giving.

**(Your networking relationships must be Win-Win)**

### 6) **Today's Referral Worthy Mission**

You are only interested in meeting like minded professionals who you believe are referral worthy and who may become referral advocates.

**(A commitment to service is not negotiable)**

### 7) **Follow Up is Required (Network Connection Meeting)**

You want to schedule a follow up meeting with potential networking partners to gain an in-depth understanding of their business, their services, and if building a relationship will be mutually beneficial.

**(Network Pretenders need not apply)**

### 8) **Delivering the Right Perception**

Be strategic, be prepared, be inspiring and be ready to think on your feet.

**(Express passion, conviction, confidence & pride)**

#### *TiPS Network Organization*

*Jim Harris, Chairman & Founder*

*"The TiPS Program"*

*4275 Highborne Drive NE, Marietta GA 30066*

*www.TiPSProviders.com • JimHarris@TiPSProviders.com • (770) 330-8043*

*"Where Membership Means Referrals"*