

TiPS Times

TRUSTED PROFESSIONAL SERVICE PROVIDERS



Weekly Strategies for NETWORKING WITH SUCCESS

WEEK 2

Blocking Out Time To Network

Blocking out time on your calendar each and every week for networking related activities is an important step towards success. As you begin to create your schedule moving forward, think about the following questions:

How much time will you invest on networking each week?

How many new people do I want to meet each week?

How many people will you meet with in person after meeting them during a networking event or activity?

How many referrals will you make each week to your networking connections?

After you have set your networking goals, you need to create a networking plan that achieves your goals. This is where time blocking your calendar each week for networking is a must do. You should be investing a minimum of 6 to 8 hours a week on networking activities to achieve positive results on a consistent basis.

Networking is not just attending meetings and socializing. You must be focused on building business relationships with your networking connections. If you're just socializing with the people you meet, they may like you but they won't think of you in business referral terms.

Remember you are actually working when you attend these meetings.

However don't just attend networking meetings each week. You need to make true business connections and this requires follow up. Block out time to call the people you meet to set up appointments, just as you would a client. Remember that initially you have to give them a reason to meet with you. **The most effective way is to let them know you truly want to learn more about their business so you can help them be more successful.** Make their business the primary focus of your phone call and the reason you want to meet individually. Your business should be completely secondary at this point in the relationship.

Of course, ultimately you are networking to create new business. Consider the time you've blocked out and the money you've invested on networking as advertising and marketing your business. Yes, we all want people to refer business to us but the key to success is to initially find ways to help others and find opportunities to refer business to your networking connections. Remember the old adage "I'll scratch your back if you scratch mine." Networking is no different, you need to find people you can trust and be willing to share to receive.

As you read these networking tips each week take action to implement them on a regular basis. Your goal is to make them a productive habit. Good luck and network with success.

The TiPS Program is a professional referral service based on a shared commitment to service excellence and championed by business professionals who are members of local networking groups called TiPS Program Chapters. The TiPS Program and the TiPS Program Chapters are supported by the TiPS Network Organization which was founded on the core values of integrity, commitment, fairness, credibility & opportunity.

Contact your local TiPS Program Chapter Leader for more details on the TiPS Program and how you can truly achieve networking success.