

# TiPS Times

## TRUSTED PROFESSIONAL SERVICE PROVIDERS



### Weekly Strategies for NETWORKING WITH SUCCESS

WEEK 9

## FOLLOW THROUGH FOR SUCCESS

How disappointing is it when the person that you are depending on to complete a job for you doesn't come through? Often times you are left in a difficult situation. You may have to quickly do the job yourself or find someone else to finish it for you. Would you ever trust that person to work with you again? Would you endorse that person as dependable, reliable and highly professional to a friend or client? If you say you're going to do something and you don't follow through, what will the other person think about your professionalism? Do you believe they would be willing to endorse you to their family, friends and clients? The point is that follow through is a test of someone's integrity and reputation. Networking with success is dependent on developing a bond of trust that can be endorsed without reservation.

You need to make it a personal policy to always find a way to do what you say you will. We're all busy trying to keep up with the demands on our time. This is exactly why we must have an efficient system to record our promises and schedule time to follow through as promptly as possible. If you are at a networking event when you promise to do something, write it down immediately so you don't forget. A simple low tech method is to utilize the back of their business card to create an initial record of your promise. However this is just the first step; you must put that promise on your "To Do List" and make sure you schedule time to follow through. Many of you carry a phone or some sort of PDA device that provides the capability to immediately record your promises electronically. If this is the case make it a habit to use it when networking. Regardless of your system, the key is to use it and make it work for you.

Something that seems inconsequential to you may just be their way to determine your reliability. The people you meet may be testing you to see if you'll deliver what you promise. Even if they are not testing you, your personal follow through is the best way to begin to build credibility. Avoid making promises you may not be able to keep. Embrace the sales motto to under promise and over deliver. This is also true in networking. You need to build and maintain a positive reputation with all the people you meet. If you've determined that someone is a good prospect to become a valued referral partner go the extra mile to find a way to deliver what you have promised. People will be impressed that you went out of your way to help them. Always remember that your integrity and reputation are dependent on your ability to follow through.

Additionally you need to keep in contact with these people on a regular basis. You should have already started a networking relationship database to keep track of your contacts. Now is the time to put it to work. Always be on the lookout for good ideas that will be of interest to them. Call them with the details to reopen your dialog. When you call them with an idea enter it into your database. If they call you with an idea enter it into your database. If you track your prior conversations it will help you cultivate your relationship. Be sure to rank your networking prospects just like you would rank your clients. This will help you determine how often you should touch base with them and how much time and energy they deserve.

Demonstrate your commitment to your networking partners and networking prospects by always following through 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.**