



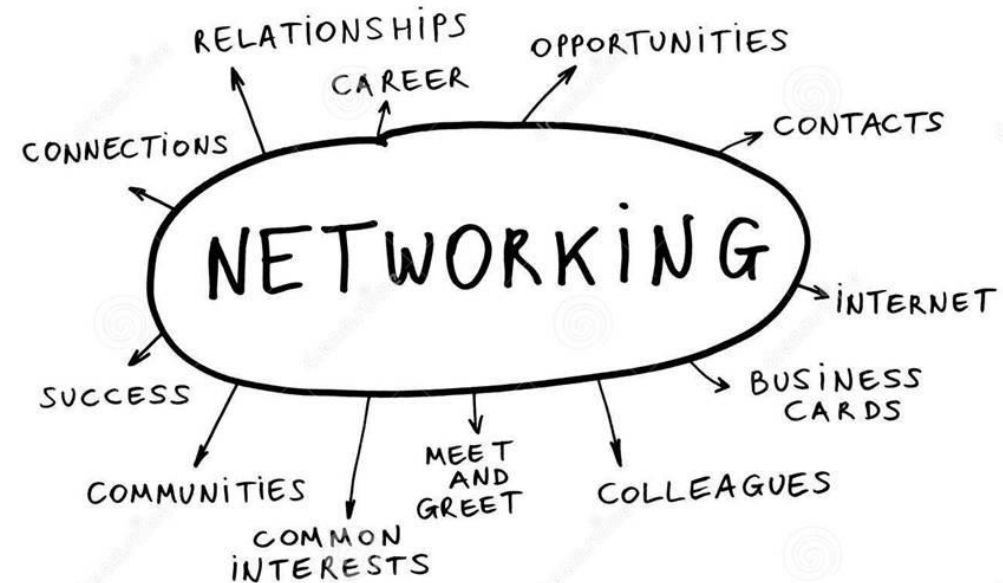
RELATIONSHIP BUILDING & NETWORKING

MICHAEL ABBIW
MGA CONSULTING GH. LTD
SALES AND MKT ADVISORY

NETWORKING DEFINITION

Networking is a socioeconomic activity by which businesspeople meet to form business relationships and to recognize, create, or act upon business opportunities, share information and seek potential partners for ventures.

Wikipedia



BUSINESS NETWORKING

Business networking is the process of establishing a mutually beneficial relationship with other business people and potential clients and/or customers. The primary purpose of business networking is to tell others about your business and hopefully turn them into customers.

The Balance

BENEFITS

NEW CONTACTS AND REFERRALS -

The most obvious benefit of networking is to meet potential clients and/or generate referrals which you can then follow up on to hopefully add to your client base. Networking can also help you identify opportunities for **partnerships, joint ventures, or new areas of expansion** for your business.

BENEFITS

VISIBILITY -

You need to meet and communicate with potential clients and business partners on a regular basis to maintain your business relationships. Attending business luncheons and other networking events raises your personal profile and can help keep you front and center in the minds of the right people.

BENEFITS

STAYING CURRENT -

In an ever-changing business climate it is important to keep up with the target market conditions as well as overall trends in your industry. Knowing the market is the key to developing a successful marketing plan. Attending seminars and networking with your peers and business associates on a regular basis will help you stay current.

BENEFITS

PROBLEM SOLVING -

In addition to the potential of increasing your business you can often find solutions to your own business problems or needs by networking.

BENEFITS

SHARING KNOWLEDGE AND EXPERIENCE -

Networking is ideal for expanding your knowledge by taking advantage of the viewpoints and prior experience of others. If for example, you are thinking of getting into the import or export business you may be able to get some valuable advice from someone else who has done similar business internationally.

BENEFITS

CONFIDENCE AND MORALE -

Most business people are optimistic and positive. Regularly associating with such people can be a great morale boost, particularly in the difficult early phases of a new business. If you are not naturally outgoing, regularly meeting new people can also boost your confidence and on a personal basis you may form new friendships with like-minded people.

NETWORK THE OLD-FASHIONED WAY

Meeting people in person seems old fashioned in the digital age, but wherever possible you should network face-to-face. Social media platforms such as Facebook, LinkedIn, and Twitter are excellent ways to communicate with customers and business associates, but they do not substitute for meeting people in person.

A lot of local business is still done on a handshake basis.

BUSINESS NETWORKING GROUPS

The best business networking groups operate as exchanges of business information, ideas, and support.

CAN YOU LIST SOME OF NETWORKING GROUPS AVAILABLE TO YOU??

KEY POINTERS

START WITH YOUR PERSONAL CONTACTS.

Start by identifying your core contacts, people you know personally and are naturally willing to help. They should fully understand what you are doing and your end goal.

KEY POINTERS

MOVE ON TO EXTERNAL CONNECTIONS.

Start looking into mutual friends, alumni networks and any other degrees of separation that could get you a simple introduction, thus creating your own network.

KEY POINTERS

STEP OUT OF YOUR COMFORT ZONE.

This might be the most important facet of maximizing your network. Without it, you will not be able to grow your network into a self-sustaining asset.

KEY POINTERS

BUILD YOUR OWN NETWORKS AND EVENTS

Create your own network groups.

Create network events for yourself and business.

KEY POINTERS

ASK HOW YOU CAN HELP THEM.

Don't make the mistake of thinking only about your own personal interest or agenda when networking. I have found that the most effective networking method is to ask what you can do for others, not what others can do for you. The connections you make, either business or personal, are more likely to help you in the future if you helped them in the past.

KEY POINTERS

ALWAYS FOLLOW UP.

Networking only produces good results when it is followed up.

Following up with contacts builds trust, reputation, and relationships.

KEY POINTERS

BUILD ONE RELATIONSHIP AT A TIME.

Target some key people at any networking event.

KEY POINTERS

PLAN YOUR NETWORKING

All projects need managing. Business networking is a project, and so it needs managing. You can use various tools to manage your networking.

KEY POINTERS

BE A POSITIVE INFLUENCE.

- Be positive.
- Use positive language.
- Smile.
- See the good in people.
- Keep your emotional criticisms of others and personal hang-ups to yourself.

KEY POINTERS

APPLY SUSTAINED FOCUSED EFFORT

Business networking is a form of marketing.

All forms of marketing benefit from strongly focused activity, which is necessary first:

- to create awareness, and then
- to build relationships to the point when a sale can be made.

KEY POINTERS

LIFE BALANCE

A healthy balance in your life - of work, pleasure, business, social, etc - promotes and gives off a feeling of well-being, which is helpful for networking in many ways:

KEY POINTERS

LIFE BALANCE

- you will be at ease and relaxed, and this transfers to others
- you will be able to engage and respond in lots of ways with lots of people
- your life balance will project confidence, which fosters confidence in others
- you will demonstrate that you are in control of yourself and your business
- people will buy or refer you as a **person** - not just your business specialism



The main text of the slide is centered on a wooden desk background. The words 'Thank You' are written in a large, bold, blue sans-serif font. Below this, the phrase 'For Your Attention' is written in a smaller, yellow, cursive-style font. The text is flanked by two horizontal yellow double lines on each side, creating a decorative underline effect.

