



Networking Tips

The purpose of meeting one on one with each other is to learn about the other person, their business and how you can help. Try to meet with everyone in the group at least once. An appropriate time is anywhere from 30 minutes to 1 hour, depending on your schedule.

DO NOT go in with the intention to sell someone on your product. Instead focus on building a relationship and getting to know that person. When they are ready for your product they will come to YOU.

Meet in a **location** that is mutually decided upon. Set aside enough time to get there and to meet. Let the other person know ahead of time how long you are planning on spending with them.

Be on time. It is respectful and builds trust when you show up on time, or call if you are going to be late. Make sure you **exchange phone numbers** ahead of time, just in case.

Be professional.

Be genuine. Networking is about building trust and relationships.

Keep the conversation positive. Nobody wants to sit and listen to your problems, you can save that for another time (if at all), after you have established a professional relationship.

Be friendly and interested. You never know what you will learn about the other person and their business.

Look for opportunities to refer. Or what you can do to help that person, if you are not able to refer them directly. Find out what a good referral is for the person you are meeting with and who their "best clients are".

Listen to the person you are meeting with and ask **open ended** questions.

Follow through with any promises you made to the other person. Also follow through if you told the person you were going to send them information.

Follow Up immediately with referrals that are given or sent to you and update the person who gave the referral to you.



Ice breaker questions:

- How did you hear about WNA?
- How long have you been in the ____ business?
- What made you decide to go into _____?
- What is your favorite website for business?
- Do you belong to any other networking groups?
- What type of marketing works best in your industry?
- How can I help you build your business?
- Who is a good referral for you?
- Do you need help with anything else?
- Do you use social media? What have been your results?
- What makes your company different?
- What charities do you donate to?
- Do you do any volunteer work?
- Do you thank your customers? If so, how?