

Networking

The entire concept of networking is using one contact or relationship to gain another. Sounds easy, right? Not really. Some people are natural in social settings and at business functions. They seem to flow effortlessly from one person to the next leaving business pixie dust in their wake and good feelings all around.

That's great....but there is more to it than that. It is one thing to be liked and another thing to have networking bring revenue into your business. I have seen it many times during my career. A person is very well known and liked in the business community, but they can't close a business transaction to save their lives. They inevitably end up having quite a few jobs in a short period of time.

Skillful networkers are on a mission to find the people that can impact their business in the most direct way. For example at Advantage Payroll I focus my team on trying to meet and create relationships with CPA's. Why? They are really on high on the food chain when it comes to being a trusted advisor for business owners and they are directly involved with financial decisions....like payroll.

So here are a few ideas to help you with your networking

- *Know who your centers of influences are and go where they go.* If you are a commercial mover a room full of commercial real estate brokers would be a good place to be
- *Know who you are.* Don't try to be everything to everyone. Be an expert in your core area and refer the rest to the professionals that can really do the job right. Sometimes saying that you can't do something builds your credibility.
- *Have a plan when going to an event.* Don't just show up and wander around the room and glom the free coffee and snacks. You are there to grow your business and meet influencers. If there is a guest list, ask the organizer if you can peek at it...almost all the time they say yes. It will help narrow down who you may want to meet.