

NETWORKING | PERSONAL GROWTH | PROFESSIONAL
DEVELOPMENT

ULTIMATE NETWORKING

“Being The Ultimate Network Marketer, means that you are the Best of The Best!”

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Dear Network Marketing Magazine readers,

I will be presenting a series of articles called “Ultimate Networking” in the coming months! They will be excerpts from my new book, “Ultimate Networking.” You will learn how to get almost anything and everything you want by networking, as well as how to become “The Ultimate Networker” in life or business!

Business Networking starts with you making the best decisions as to how to use your time and choose events that have available prospects that you want to target. You should schedule your week with selected events in advance and each day decide if you have the time to attend or not. Also, make sure you don't attend too many events whereas you cannot properly follow-up the leads. Too many leads are as bad as not having enough leads.

Another consideration is to develop an internal system to have others follow-up or follow through with your leads such as employees, affiliates, distributors or resellers.

***SELECT EVENTS THAT HAVE THE
HIGHEST PROBABILITY OF FINDING
THOSE YOU WANT TO TARGET***

There are many ways to find out about local, regional and national events...

- Sign-up on as many event E-mail lists as you can
- Check “Find a Meetup” (www.meetup.com) for events in your category (you can also start your own “meetups”)
- Ask your business associates, friends and family to notify you about quality events
- Check trade journals, newspapers, magazines, websites and event Apps (www.eventbrite.com / www.allevents.in)
- Chambers, clubs, organizations, groups, churches, non-profits and charities have many types of events. You can attend their events as a guest and if favorable, join and continue attending their events, leads groups and gatherings. It is also good in the fact that you establish continuity and can more easily build relationships, the key to successful networking.
- Attend trade shows, seminars, workshops and social events to do business networking (you don't have to stay for the whole event, you can arrive early and network, then leave when the event starts or leave during lunch breaks as well as attend after parties)

Business Networking Events

- Networking events are scheduled by networking groups, organizations(www.bni.com), chambers (<http://www.officialusa.com/stateguides/chambers/>), clubs (Rotary, Masons, Yachting, Country Clubs, etc.). These organizations sometimes form “Leads Groups” to help generate more new prospects for members
- Private enterprise (biz to biz, biz to consumer, industry related and after hours at local restaurants, clubs, hotels and private and/or public offices and establishments. Some events are free, and others require a small admission fee

- Always get to know the event host(s), promoter(s) and director(s) and mention to them what type of prospects you are looking to meet. They are an excellent source of referrals as they know many of the attendees and are usually good connectors
- "Speed Networking" events require a small fee and are designed to allow you to meet many prospects within a short period. Make sure you have a good "Elevator Pitch," plenty of business cards and/or virtual card and take good notes for follow-up

Industry Trade Shows

- These events take place throughout the year in both local, state, regional and national locations. It is a good idea to prospect the exhibitors as well as the attendees
- Make sure you collect all of the exhibitor's business cards to add to your growing database
- You don't have to be an exhibitor as you can attend the show and walk around prospecting as you go meeting both other attendees and the exhibitors
- Always get to know the event host(s), promoter(s) and director(s) and mention to them what type of prospects you are looking to meet

Social Events

- A more social and casual atmosphere but still a good time and place for prospecting
- When you are introduced, or you introduce yourself to someone, ask what they do and then wait until they ask what you do in return. Then you can begin discussing your products and services. Don't be outwardly promoting!
- Always ask for business or social cards from those you speak with to add to your database
- If you know some qualified prospects are attending, make sure you get introduced to them before you leave

- Always get to know the event host(s), promoter(s) and director(s) and mention to them what type of prospects you are looking to meet

Charity Events

- Attend as many as you can as there is usually a higher caliber of people at these events; especially the higher the entry fee
- Dress very well and appropriate to the event
- Introduce yourself and your products and services through casual conversation and don't be outwardly promoting
- Always ask for business or social cards from those you speak with to add to your database
- If you know some qualified prospects are attending, make sure you get introduced to them during the event
- Always get to know the event host(s), promoter(s) and director(s) and mention to them what type of prospects you are looking to meet
- Become a donor, get on their board or become a volunteer as this is the best way to develop relationships, help others in need and get quality business referrals

Chambers, Clubs & Organizations

- Get invited to their events, as a guest, to find out if their organization is a good fit for you
- Join organizations that have suitable prospects for your business and attend as many events as you can
- Always bring plenty of business cards or a virtual card on your smartphone along with pens and notepads
- Attend the events on a regular basis so you can start forming relationships with other members

- Make sure you help other members get business by referring them to others
- Invite your friends and associates to attend as guests to help you network and also to help them meet new contacts

Anywhere, Anyplace, Anytime

- Be available to meet new prospects and introduce your products and services to anyone at anytime
- Always ask what someone does first, and usually, they will ask what you do?
- Don't be too assertive, aggressive, pushy or a big self-promoter. Mention what you do and then wait for them to ask questions before you explain your products and services in more detail.
- You can also interject your products and services by telling interesting stories about what you do and your business
- Make sure you always carry plenty of business cards or a virtual card on your smartphone along with pens and notepads
- Learn how to be a good conversationalist and always initiate casual conversations when out in public
- Make sure you have a good "Elevator Pitch" ready to use when out and about

Start Networking Events

- Create events: social, business or industry related
- Find a good, convenient location (sometimes you can get space at no cost if you guarantee a certain amount of attendees)
- Establish an advisory and/or volunteer board to help you (as a perk, offer your helpers access to the database collected at the event)

- Hire helpers, promoters or hosts and hostesses for the event
- It is best if you schedule the event at a regular time, location and place each month
- You can provide food, drinks, entertainment, speakers and demonstrations to attract attendees
- You can charge admission or offer a free event depending on your expenses and type of event
- Get sponsors to help with the expenses or to make a profit
- Promote the event by E-mail, social media, texting, through promoters, sponsors and local advertising

*** BE READY TO PROSPECT THOSE YOU MEET ANYWHERE, ANYPLACE, ANYTIME! FIND OUT FIRST WHAT THEY DO, HOW YOU CAN HELP THEM AND THEN INTRODUCE YOUR PRODUCTS AND SERVICES. HAVE YOUR "ELEVATOR PITCH" READY, BUSINESS CARDS OR VIRTUAL CARD AND QUALIFY THEIR LEVEL OF INTEREST IN YOUR PRODUCTS AND SERVICES FOR FOLLOW-UP AND FOLLOW THROUGH***

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*George Dubec
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