

RELATIONSHIP | COMMUNICATION | SPEAKING AND LISTENING | RECRUITING

## How To Become A Networking Relationship Building Guru!

*Network Marketing has always been a people business. It's all about people and what they want.*

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Making connections is extremely important and here's why as well as some of the ways to become a networking relationship building guru! It's possible for anyone to do it! The question is does everyone actually take the time?

Network Marketing has always been a people business. It's all about people and what they want.

**When we don't find out what they want by connecting with them it can cause us and them a lot of frustration. We can easily find out what they want by asking them.**

First connect with people and find out what their desires and dreams are. What's their why for a specific product, wanting to earn some extra money or start a whole new career. After finding this out, offer to help by plugging them into a plan and a system to achieve their goals.

In order to become a better connector it takes networking with lots of people, including people in our own industry that may be involved in other companies. Building relationships with other networkers is a good thing because we never know when someone we meet may be in the looking zone. It's more likely they would contact someone they've connected and built a solid relationship with. Someone who has kept in touch with them. Doesn't that make perfect sense?

We never know when our paths will cross and may end up doing business together. So it's crucial to not burn any bridges as the saying goes. If we happen to not connect then we could lose out on a great potential business partnership. Not to mention the valuable friendships created with people we meet while networking.

#### **How do we make connections with people?**

Personally I've been doing this for over fourteen years with people by building relationships through the Internet, phone and locally. I've met many people personally and have spent time with them and their families at company and other industry training events around the country. I appreciate each and every one of them. I enjoy local networking and making connections with people at business networking groups such as The Heartlink Network which has local chapters in cities all over the USA.

**It's important to always keep an open mind. As business professionals we have the opportunity to make connections with all sorts of people where ever we go.**

If we stay closed minded and only connect with people in our own company or industry we could be losing out on some valuable resources to help us grow ourselves and our enterprise.

**Connect with people by asking questions and keeping things simple. The more questions we ask the more answers we receive and a natural conversation starts to develop.**

When all we do is tell, tell, tell, we don't get any answers because we're not likely connecting with someone on their level where they are at the time. It's our job to find out where they are and what they are interested

in. For instance at a local networking event it's important to ask someone what they do, who would be a good contact and/or customer for their business? They will most likely reciprocate.

Where do these connections take place? Everywhere you go! When we're out and about on errands, shopping, volunteering at the school, jobs, on airplanes, in airports, on vacation, with realtors when we're looking at property, at social functions, at family gatherings, in online marketing forums, company events, training events. Even when someone is reading an article they are looking to connect with the author.

Does this mean to shove a business and product down someone's throat? Absolutely not! You are connecting with a person and looking to form a possible relationship. That means asking about them and genuinely taking an interest in what they are saying and what they are not saying. So it's about listening and learning. By doing this it's easy to find out how to actually help a person and determine in which direction they are looking to move forward.

The mission is to become more of a messenger. That means not to push, shove, manipulate or force people. The mission is to lead, guide, prompt and suggest. It is the responsibility of each person to give willingly for their own purpose. Sometimes it takes longer with one person than another but it's up to them to decide in which direction they'd like to take the relationship and perhaps even a partnership.

**Some of the ways to connect is through using technology. The Internet is an excellent way to connect with lots of different people by using email, online marketing systems, message forums and online social and business referral communities.**

Some of the communities to network, connect with people and exchange business referrals are Facebook.com, LinkedIn.com, Twitter.com, MeetUp.com, [mlmwoman.com](http://mlmwoman.com), MyDswa.com, ReferralKey.com just to name a few. There are many other online communities so do a Google

search. Some of these are more social networks are not places for blatant advertising; they are a place to connect with like minded people. Be sure to read the policies of each community and set up your profile with your business and personal information and your personal professional photo. Please be advised that it's not polite or kosher to post personal business information on another person's Facebook wall. This can cost someone friendships not gain them. Find out where each community offers advertising areas or times to post for your business. If you decide to join some of these online communities look me up and let's connect.

When you do use technology remember to turn the high tech into high touch and that means connecting by being interested in people and finding out what they do, where they live, do they love what they do, what are their hobbies, are they married, do they have children, grandchildren, are they happy with how their life is going, are they looking for a change? Find out if a person is open to connecting. It's important not to force a connection if someone isn't interested.

Make connections by building rapport so that those connections have the ability to turn into long term relationships. Some of those relationships can turn out to be an exceptional business connection which means prospering together in Network Marketing.

The phone is and has always been an excellent personal way to connect. Use it often and use it properly by asking questions that will connect better with people. Using video and audio messages is another excellent way to make a more personal connection with people online.

Making connections with people could end up being the most important thing you not only do for yourself but when you teach others to do this too think of the income possibilities for you and them.

**Everyone connecting and actually helping each other find positive solutions to their problems really works best for building long term relationships which can be**

## valuable to anyone building a business.

Start creating a true people connection mission today that will flourish not only your business and life but everyone you connect and build a relationship with will benefit too!

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