

Networking can create business



BUSINESS
BITES

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Sometimes people question the value in networking.

However, when you are in business, effective and targeted networking can be a one of your most beneficial (and cost effective) marketing strategies.

In the June-July edition of 10X's *Spark* magazine, Jen Harwood wrote about converting business connections into business - how to turn business contacts and relationships into cash flow.

Jen pointed out that "every conversation about business could be an underlying opportunity". She referred to the five kinds of people you will meet at a networking event:

1. Leads, who are within your target market
2. Contacts, who you already know but who aren't really sure what you do
3. Referrers, who can recommend you within their own networks
4. Promoters, who appreciate you and what you have to offer
5. The extras, who are often the

partners or business associates who have tagged along with one of the other four categories.

Don't forget about them because they are less obvious, but often the ones who have taken in everything you said and may be able to reinforce it for you later when their partner or associate is questioning if you can be of assistance to them.

Jen then recommends following up every person you have collected a business card from at an event - either by phone, email or linking up through an online tool such as LinkedIn.

In the same magazine, Kristin Austin gave her 10 top tips for building relationships and trust

through communication.

Some of these are also useful at networking events. They include remembering that every piece of communication is about the customer - not about you. She says: "if it's about you, it's a sale. If it's about them, they're a customer."

Two other key tips from Kristin are to get to know your customer so that you are able to talk to them, not just try to sell to them all the time.

She also stresses that networking is a time to use your two ears and one mouth - in that order. Just listen, she says - you'll gain valuable insights and be told just what you need to get that potential customer across the line.

Dubbo Chamber of Commerce hosts a Time to Breakfast and a Time to Network event every month, as well as the Women in Business lunch program.

More details on these key events that can help boost your contacts and possibly help you create business opportunities are

available at
www.dubbochamber.com.au.

To receive a copy of the 10X *Spark* magazine call Julie or Zoey at 10X on (02) 6884 3451.



Time to Network

Tomorrow, 5.45pm, ITWest, Talbragar St

Free event, with refreshments provided, but RSVPs essential for planning purposes as some IT-related mini seminars will be presented

Women in Business

Wednesday August 25, 12pm-1.30pm

Guest speaker: Diana Smith, *Style Magazine*

Cost: \$30 for members, \$40 for non-members

Time to Breakfast

Wednesday 1 September, 7am - 8.30am, One 7 Eight, Dubbo RSL

Guest speaker: Barry Brebner, *Workabout Australia*

Cost: \$25 for members, \$35 for non-members

RSVP to these events online at www.dubbochamber.com.au or call 6884 4883.