

## **MBF 3<sup>rd</sup> September 2013**

### **Notes for discussion on Networking**

Network as an asset (probably your greatest asset) – invest in it, maintain it, build it.

You WILL get a return.

Portable – it's your network, not your employers or your business

Business through people/relationships

Some basic principles

1. network of relationships not just contacts. Databases/LinkedIn are just tools (but very powerful tools).
2. focus on their needs not yours (basic principle of selling (selling yourself) /marriage/relationships). Think - how can I help you/what can I do for you?
3. think long term. Your reward will come when they need you, not when you need them. You just need to ensure they think of you at that time and they can reach you.
4. the right level – people with whom you can trade value. Bill Gates is no good to me in my network!

Referrals – provide them and ask for them. Extremely powerful and easy!

Go to where your network are – conferences, trade shows, meetings, blogs, online interest groups, trade associations etc.

Be proactive - nobody will do it for you.