

The Seedling Sheet



13: Be a great networker

The Essentials

Networking can be a key pipeline for new business - if you do it right. The biggest misconception about networking is that it is all about selling. Selling is the last thing you do in networking - in fact, often, you *never* sell (but that doesn't mean you don't get new business). Great networking is all about understanding how it fits with your strategic aims, about being a great resource to those around you, about being prepared to give time or expertise, and about looking to make connections between other people. It is essential however, that you do have a story to tell, and that the story is engaging and compelling- and most of all - easy to remember so that people can tell others about you. And remember your business cards!

If you do one thing about being a great networker...

... create great case studies. They are an essential part of your marketing tool kit and can be invaluable for networking as they provide the proof of your business. Talking about what you do through a number of concise, well thought-out case studies can bring your business to life for people and help them both understand and refer your business. Case studies are all about providing evidence that you are great at what you do. Use this tool to help construct your case studies:

The client's key challenge was...		The key outcomes were...
What we did was...		The client benefited in these ways...

Want to know more?

The Business Allotment can help get much more bang for your marketing buck and help you plan your networking to help your business development goals. We can also help you create that essential lift pitch and engaging story, all within a highly practical 2 hour training session.

Call Jodie Newman on 07966 482 662 or email jodie@thebusinessallotment.co.uk

www.thebusinessallotment.co.uk @bizallotment

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