

TOP TIPS FOR NETWORKING SUCCESS

TIME



- Be on time/early to the meeting
- Don't overrun your introduction
- Stay over to connect with people

GOALS



- Have goals you want to achieve at each meeting e.g. connect with new people, arrange 121s, etc

REFERRALS

- Refer others and you are more likely to receive back
- Look for who would make a good referral partner in the room - not if there are any potential clients



COMMITMENT

- Networking is not a quick win
- Attend regularly - don't dip in and out
- Bring visitors - build the group
- Choose a max of 3 groups to focus on



CREDIBILITY

- Be yourself
- Be authentic
- Show your ability - testimonials, speaker slots, etc
- Do what you say you are going to do - follow up



COLLABORATE

- Offer help and support
- Raise your profile as the expert in your field by sharing your knowledge and experience



DON'T SELL

- No one comes to a meeting to buy - spend time building relationships and generating rapport



PREPARE



- Know what you are going to say in your introduction
- Bring marketing material*
- Have a diary ready to make further meetings
- Have pre-prepared text to share in the chat about your business

*Digital format leaflets/business cards/etc are fine to share in the chat when online

HAVE FUN



JOIN THE BUSINESS COMMUNITY



FREE WORKSHOPS

Worth over £800 and led by leading experts in their fields

FREE MENTORS

For businesses up to 15 months old - free support for a year



AKS THE EXPERTS

A panel of over 20 specialists offering free consultations

APPROACHING 150 MEMBERS

Accessible by a bespoke, searchable database



MEMBER TO MEMBER OFFERS

£1000s worth of savings through exclusive, special offers

UNIQUE MASS EMAIL FACILITY

Communicate with all #BusComm members



ACTIVE PROMOTION ON SOCIAL MEDIA

Member profiles shared across LinkedIn, Facebook & Twitter

TRY BEFORE YOU BUY

Attend up to 3 meetings before joining - no contract, cancel any time



**Growth through support
& collaboration**

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 **The Business
Community**®