

"5 Keys to Small Business Networking Success"

1. **You are your most important product**

- Brand You
- You are a walking, talking advertisement
- Always bring something to the party
- "Be Memorable and You'll Be Remember-able"
- Use media to support not replace you
- Business Card as a networking tool (Face- pro photo- natural light) X2

2. **Think Win/Win**

- Networking can be a one-way sleepy street or two way communication expressway
- WIIFM
- Value is a perception
- Think solutions

3. **Be strategic**

- Active versus Passive networking
- Think ROI
- Think Hub & Spoke
- Use reverse planning
- Three R's of Networking
 - Referrals:
 - Research:
 - Relationships

4. **"Improve Your Serve"**

(service your way in, sell on the way out)

- *Be visible & valuable*
- *See through the eyes of the customer*
- *Give to get – "quid pro quo" concept of getting something of value in return for giving something of value.*
- *Be authentic*

5. **The One ~~with the Most Tools~~ Wins**

The One Who Best Uses the Tools Wins

- Command your resources- ***LinkedIn***; Facebook; Twitter
- Remember Reach & Frequency
- Dynamic Business Plan as a strategic business tool
- Website is a networking tool
- Active networking is a business tool