



Power Networking

"Master networker," John Moser, shared some invaluable tips with me that I would in turn like to share with you. Moser took over a Dale Carnegie franchise that was rated 258 out of 259 in the country. In less than five years he was able to move his franchise into the top 20 of all franchises in the country. Utilizing potential networking events in your area is key to building a successful business founded on solid relationships.

Make the most of a typical networking event in your area such as a convention or trade show, and use this six-step strategy to network your way to success:

1. **Choose the event carefully.** Before attending the event, research the attendees. Obtain a list of the people who will be in attendance through membership rosters or attendee lists. Attend the events that will allow you to meet the most potential customers.
2. **Target the people that you want to meet at the event.** Choose five people that you want to meet. If you choose less, some may not show up. Before the event find out as much as possible about these individuals. Moser suggests going to www.google.com and "googling" your subject. You should be able to find published works and significant accomplishments pertaining to that person. By researching the individual, you are already one step ahead of the average person.
3. **Be visible.** Volunteer to work the sign-in table or be on the membership committee. Volunteering at the event allows you access that you would not otherwise have. For example, if you are helping with the event, volunteering allows you to arrive early and stay late. Remaining high profile at the event enables you to interact with high profile people.
4. **Get there early.** Watch where the "players" sit. Know where each of your targeted attendees is located. Then, upon introducing yourself to each of them, have a sincere compliment to give them.
5. **Introduce targeted people to someone from whom they can benefit.** Once you have met the person you are targeting, introduce them to others by trying to sell them to other people. Emphasize what your targeted attendee does, what his or her strengths are. Sell their benefits and skills, not your own products. *Most people make the mistake of trying to sell that person on their services. Instead, try to create business for that person.*
6. **Follow up with a note or card.** A note is a sure way to see your kindness reciprocated in the future. A note or card is a way of reminding this person about your initial meeting.

If you follow these six essential steps, next time you meet, the person will remember you. If it is clear that you are looking for business, the person is going to be skeptical. However, if you make a point to genuinely help this person, they will want to return the kindness. Most people tend to withdraw from relationships before they have ever deposited anything into them. *The key to a successful relationship is to be a depositor into that relationship.* You must deposit before you can take a withdrawal. Be a depositor, and follow these six steps to powerful networking.

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