



Tip #16

How to develop your business relations?

How to use GR Business Networking to grow your business, develop relationships and refer effectively.

Definition of A Business Network

Wikipedia: "A business network is a type of business social network whose reason for existing is business activity."

The keyword here being activity, how active are GR Members in establishing a solid foundation within the group and within our community.

The goal is to develop a professional rapport with individuals that will deepen over time into a trusting relationship that will eventually lead to a mutually beneficial and continual exchange of referrals.

Many people think that the size of a networking group makes the difference in networking. It is not the quantity, it is the quality.

The minute we decide to join a GR group, we immediately have a team of sales people assisting us to grow and improve our own businesses, because we all have a MUTUAL COMMITMENT to do this, as a member.

Step out another layer, and we now have the ability to do business with anyone in the network, in Canada and Internationally; we have access to their information, can connect with them and talk to them about their business and how we can do business together, because we already have a "soft introduction" through our GR community. That's a powerful tool. People are much more prone to do business with people they like, know and trust.

We are the eyes and ears of everyone in our group and on the lookout so we can help group members by offering them as a reputable contact for services needed.

Think about this - if the average person has 100 contacts – that is potentially 1000 people who would know about you and your business if you are in a networking group of 10.

Use the GR members services within the network – need a renovator, for ex?

Look it up on the GR Business Networking website,

Keep it in the network – you will always find the service you need, and eventually the referral will come round to you.

Here are some questions to ask yourself:

1- Are you attending every meeting?

You can't just show up to networking meetings when you feel like it. You must be an active and frequent participant. Remember, it's all about the relationship. If you focus on relationship, the business will be there. You can't develop relationships if you're not attending.

2- Are you paying attention to other members of the group when they're speaking?

Yes, take notes so you can follow up. Why? So you can help them and they can help you.

3- Are members paying attention to your presentations?

You can only expect this privilege if you pay attention to them. That said, you must deliver a meaningful presentation that is articulate, a bit entertaining, planned, focused, and with a call to action.

4- Are you meeting with other members one-on-one or in small groups?

Why? To learn more about them personally and professionally, their business, how to refer them, build solid relationships.

They in turn can get to know you, focus on the relationship and how you can help each other and the business will be there.

5- Are you meeting with new members or following up with visitors?

Each new person you meet is an opportunity for you to connect with, potentially develop a relationship, and assist a fellow businessperson in understanding his or her business needs and interests. It's not always about the sales pitch. Phone and ask them more about their business; meet for a one-on one. It's all about seizing the opportunity to learn more about others, and seeing where it goes.

6- Are you generating referral business to other members?

One of the best ways to establish trust and build relationships is to refer other group members business. Get to know them, and their work ethics and habits; build the relationship and you will feel comfortable referring them. Have patience and build the foundation.

7- Are you clearly communicating the type of business you're after?

You must be specific about what you do and with whom. Why? So your network can help connect you with all the right people. The more specific you are about communicating your message, the easier it will be to get connected.

8- Are you sharing the types of businesses you want to work with or need?

Then your group can help invite them out to a meeting? Remember that inviting people out is a good thing, for that new person, and for the group members.

You are not soliciting or imposing – you are presenting them an opportunity to get business!

It's like saying, "oh you do landscaping? I have 15 people who may need landscaping, or know someone who does, and they are all in the same room – come meet them".

Why on earth, would they say no to that opportunity?

Networking requires work — hence its label, net-work.

Ramona Moore - Project Manager 613 325 7888

