

The Six Keys To Unlock Your Networking Potential!

Networking is powerful! I am passionate about networking, and I truly believe **if you build your network you will change your life**. Networking is the foundation upon which success is built – it all starts with relationships.

To be effective at networking you need to understand networking is a skill. **Successful networking starts with focus and consistency**. Those that have perfected the skill of networking reap amazing results. The good news is anyone – willing to gain a little knowledge and put in a little effort - can become a master networker.

Practice these six keys and you will be on your way!

Invest In Others

Approach networking with the attitude of first helping others get whatever it is they want. Why? Networking closely follows one of Steven Covey's seven habits of highly effective people - "The fastest way to get what you want is to help others get what they want." Invest in others, help them get what they want and watch your network grow.

Listen

Understand that networking is not about you. You are there to learn about other people, and find out who with whom you are networking. If you want to build trust, establish credibility, and build a relationship then you need to listen. When you listen to people, they believe you care and are interested in them. What a great start to a dynamic and mutually beneficial relationship!

Ask Questions

People always worry about what to say when they network. Well guess what – you don't have to say too much – you just have to ask questions. Yeah! You want the other person to do most of the talking, you want them to tell you about themselves. Ask great questions and you'll get great information. Plus, people love to talk about themselves. Again, you'll move the relationship forward by building trust, establishing credibility and investing in them.

Learn

Once they start talking you just sit back and start taking mental notes. They are providing you with the information you need to learn who this person is, who they know, what talents and skills they have, and ultimately how they can help you. There is gold in the information they are sharing with you. Learn about other people and you will build depth and value into your network.

Leverage

Here is where the payoff starts. You've done your "time." You've invested in others, you listened and you learned. In other words you are built relationship, built that emotional equity and you are free to go and collect your return on investment. If you want to get value out of your network then you need to leverage who and what you know. Think about what you want, need and then think about who you know who can help you get it. If you have invested in them, listened to them, learned about them, they will be ready and willing to help you.

Follow-up and Stay In Touch

As I said, networking is skill not a task. If you want to continue to reap the benefits of networking, if you want your network to consistently work for you, then you need to take personal responsibility for the relationships you want. To network effectively, you need to own the job of building, developing and expanding the relationship. If you want to be connected to this person, if you want to reap the benefits of this connection, then you rely on no one but yourself to make sure this relationship continues to develop.

Networking is powerful! I truly believe if you build your network you will change your life. Follow these six simple steps and you will be well on your way!

Meridith Elliott Powell

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Business Development Expert – Networking, Sales and Service

“Meridith makes sales fun and so easy, I love her approach!”

Jen Cable, WLOS

“Best sales training I have ever had, and I have been going to sales training for years. Her ideas and methods are so innovative and easy to implement,”

Pete Hendrix, Transportant Insights

“Fun, Fresh and Simple! I love working with Meridith. Her approach takes the fear out and puts the fun in sales and networking,”

Gloria Altson, The Smart Phone Lady

“Best Business Coach around,” Grant Gosch, First Light Solar