

FORGET THE PHONE

– FACE TO FACE NETWORKING IS THE WAY TO DRIVE YOUR BUSINESS FORWARD

NETWORKING TO SUCCESS:

- 1) Keep an open mind, there are many keys to unlock
- 2) Treat others as you would expect to be treated.
- 3) Be genuine so you can build trusting relationships with other businesses
- 4) Ask yourself what goals you are looking for in specific groups so you can reach the contacts you need
- 5) Follow through quickly and efficiently referrals

Entrepreneur, Mark Wood, was introduced to the concept of Business for Breakfast about 2 years ago after spending 21 years in business to business sales.

He says, "Networking wasn't a concept or business practice I was aware of at the time but always one to give something a go, I accepted an invitation to attend a group.

I have always tried to keep an open mind in most aspects of my business life, especially since originating from a sales background. After attending the first meeting, I was converted and it has since changed my whole perspective on sales techniques and self marketing."

Mark was so impressed with business networking, he invested in the North West franchise for Business for Breakfast and now runs clubs across Liverpool, The Wirral, Chester and Wrexham.

Networking can benefit a company by providing instant self marketing mediums to a ready made forum of potential business prospects. Sales leads are more likely to be generated by meeting someone face to face, rather than through cold calling.

Mark says, "It has given me a greater amount of self confidence, motivation and, not to mention, helping me gain business contacts and valuable friendships that I can call upon for support."

If you are looking to network your business, contact Mark by email at mark@bforb.co.uk or phone 0786 334 7000

