



Building Cash Cows™
Improving Quality of Life™

The ABA Insider™

Insights for improving profits, cash-flow, and quality of life

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How to Improve Your Networking Meetings

Networking is essential to business success. The purpose of networking is to acquire new prospects for your sales or other strategic objectives and to transfer trust they have for their friend to you. The "warm introduction" is always better than the cold call. Look at your calendar over the past 3 weeks, how many networking appointments have you had? Are they really networking appointments or is it just scheduled time to "catch up"? Life is very busy for everyone and you must be conscious of how you spend your time during business hours in order to accomplish your professional goals. The next time you are scheduling a networking meeting over coffee, breakfast, lunch or after hours, think about these suggestions to make sure you are getting the most value out of your networking:

- Set goals or an agenda with the person you are networking with.
- Be consistent with the people you network with - stay in touch with them, try to schedule a meeting or touch base via phone or email with them at least once a month. Remember: out of sight, out of mind!
- Be sure you are going to the meeting with a goal in mind to get a referral, give a referral or bring some new valuable information about you or your company.
- Manage your time - only network with people you trust and know you can cross-refer with.

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