

"Think Zink" August Newsletter

Networking? or Working Your Net?

August 2007

In This Issue

Networking

What's the Point?

Stop Reading Name Tags!

Dear Sarah:

As you probably know, I'm all about being "Productive, Profitable and Powerful". I believe that each of us has the power to choose if we will achieve our goals or not.

In business, and especially sales, networking is a powerful way to be productive, profitable and powerful, *IF* networking is right for your industry and *IF* you are working your net.

The whole point of this newsletter is to give you an idea of how to network effectively, and how to turn that stack of business cards into something useful.

Networking. The lifeblood and source of sales and success for some; boredom, dread, or resentment for others, and unknown territory for the rest.

What is networking? Don't believe it when someone tells you about a complicated plan to become a more effective networker. Likewise, don't buy into the theory that networking is useless.

I believe that if your networking isn't working, it's because you aren't working your net.

Simply put, networking is "building a network" of contacts and relationships where you share ideas, information and resources. It's your "web" of business relationships that you refer business to, and receive referrals from.

It's not magic, it's not complicated, but it does require some thought.

[Register Today for "The Art of Networking" Luncheon on August 29th at the Arlington Sheraton](#)

If you have any ideas for future newsletter topics, [contact me](#) and let me know.

Writing a newsletter and need some "snippets" of information? You are welcome to quote anything in this e-zine, provided you give credit to Sarah Zink Business Training.

Warm Regards,



Sarah Zink
Sarah Zink Business Training

Quick Links...

["Think Zink" Radio Show!](#)

-
[Sarah Zink Shop](#)

["Power And Women" Cruise](#)

-
[Microsoft Outlook Computer Training](#)

Cool Stuff at Sarah Zink.com!

Remember to visit the website to see all the cool new things we have going on!

Don't like to read? We have ["quick-read" booklets](#) on topics such as: Leadership, Time Management, Delegation, Networking, and MORE!

Looking for something "cool" to wear? [Check out the "Think Zink" logo apparel!](#) or the ["Power and Women" logo apparel!](#)

What's the Point?

If you think that the point of networking is amassing a huge collection of business cards, I have some bad news for you: if your big stack of cards doesn't translate into increased business, then you're just collecting business cards.

Networking isn't about selling. Do you go to a networking event to buy something? Then why in the world would you assume that anyone is there to buy YOUR "stuff"?

Simply put: networking is about becoming known, and getting to know people. Period. When people get to know you, then they will decide if they want to do business with you.

[Buy the "Art of Networking" Booklet](#)

[Register Today for "The Art of Networking" Luncheon!](#)

Presented by the [Sheraton Arlington Hotel](#), and co-sponsored by [BizRadio](#) and [Staples](#), this luncheon brings powerful training to the Dallas/Fort Worth business community over networking and lunch.

Where to Network?

Deciding where to go isn't rocket science, but you DO have to know who your target market is. If you're selling flowers, you don't want to be at a meat marketers convention!

Research!

- Who is your target market?
- Who are the decision-makers in that market?
- Will you meet them, or someone with access to them, at a networking event?
- If not, where will you find them? THAT'S where you need to go to network.

[Think Zink Radio](#)

5 Things to Remember

1. **Be Confident!** If you don't believe it, why should I? Have a good handshake and look me in the eye.
2. **Keep Moving!** Avoid the temptation to hang with your "buddies" - keep moving and meet new people.
3. **Stop Selling!** Sales that occur during a networking event are called "accidental sales", because you just got lucky.
4. **Stop Talking!** People love to talk about themselves. You will learn more by asking them about their business and listening than you ever could by telling them all about YOU.
5. **Hang on to Your Business Card!** I can't tell you how much I resent it when someone comes up to me with their business card out instead of their hand. ASK before you give someone your business card, and only give them ONE. It's not their job to pass out your cards unless they ask you for more, and it's rude for you to imply that they should.

STOP Reading Name Tags!

I absolutely detest it when I'm at a networking event and I watch amateur networkers running around the room, reading name tags and passing out their cards like poker dealers.

You don't know who I know! Take a moment to talk to everyone about THEIR business, not what YOU need. If you know who your target market is, then you will be able to decide if the person you are talking to is a "connector" in your "network". While this person may not be your target market, who do they know, do business with, or are customers of?

If you dismiss me because you assumed by my name tag that I'm of no use to you, you might miss the fact that my clients are your target market. Get it?

[More about Sarah Zink Business Training](#)

August "Think Zink" Sponsor is:

*Special
Occasion
Chocolates™*

Unique Marketing • Client Gifts • Logos • Custom Molded • Special Events

Want your Logo and Link Here?

[Contact Me](#) to be a "Think Zink" newsletter sponsor.