

BETTER BUSINESS NETWORKS – MEETING PRACTICES GUIDE

Networking Is About Meeting People and Not Selling

- 1) **Be aware that our BBN meeting venues are in business also.** It is part of our arrangement that you make a purchase at the BBN meetings. If you are on a strict diet and can't eat or drink a \$5- tip to the venue is appropriate.
- 2) **Have enough business cards** flyers for the group size (usually 20 or 30).
- 3) **Have your own name badge** promoting your business and your name in large clear printing. It's important that others can read your name and associate it with your business name and logo.
- 4) **Be quick with a "What do you do?" reply.** Formulate a clear and to the point answer about what it is your business does and your part in the business for one on one connecting.
- 5) Be clear and practiced with a **"Group introduction"**. Formulate a clear and to the point **30 second** talk about what it is your business does and who you are as a person.
- 6) Maintain the integrity of the meeting as directed by the chairperson, there are time frames and agendas to be upheld and you are a guest. **Be aware of the BBN meeting practices.**
- 7) Be careful not to grandstand or over sell yourself or your business as it is a connecting and relationship building meeting for everyone. **Information and education about your product or service will get the best results.**
- 8) **Follow up** regularly with people you meet, to learn more about one another's businesses and potential opportunities.
- 9) **Give others information without expectation.** Referrals don't necessarily come directly from contacts you make but from businesses they have referred you to.
- 10) **Focus on building longer term business relationships** rather than quick one-off sales.
- 11) **Don't make assumptions** on the people you meet and think they're not relevant to you. They could end up as big referrers.
- 12) Collect the business cards or contact details from the people you speak to and ask if you can **contact them for a mutual business exchange.** Trying to sell a product or service there and then can put people on the spot and make them uncomfortable. It is very rewarding when their interest extends to contacting you.