

## Marketing Strategy 18: Networking

All things being equal, people will do business with, and refer business to, those they know, like, and trust.

That's why networking is a great way to get more clients and increase your profits.

Over the years, I have met many natural networkers.

These people can go to parties, meetings and events. They love to talk to strangers and get to know them. They make contacts and find clients.

If you are in this group, then simply network all you can. You'll be amazed at how quickly you can build a great business.

However, if you are not a '*natural networker*', then here are some tips that can help you to make a good impression when the opportunity arises.

First, prepare and practice your elevator pitch. The ***Elevator Pitch*** is simply 4 short sentences you can say in 30 seconds that describe who you are and what you do.

Second, be open, honest and authentic when you talk to people. Do not have a hidden agenda. Instead, always seek ways to make others' lives better.

Third, listen to what others say. Try to understand their views, their interests, and what's important to them. Follow Stephen Covey's famous 5th Habit of Highly Successful People - Seek First To Understand, Then Be Understood.

Why is this important?

Well, imagine two scenarios:

- **In one, you meet a woman at an event.** Before she tells you anything about her situation, you offer carpet cleaning services to make her house look brand new. She politely declines.
- **In the second scenario, you meet the same woman.** But this time you listen to her talk. You find out she has young kids and she worried about chemicals. In response, you mention that your service uses non-toxic, natural carpet cleaner that will remove 99.9% of germs to protect her children. She immediately asks more about your business.

Do you see how finding out what's important to the woman makes it much easier to offer a solution to her problems?

## TODAY'S TASK: Prepare Your Elevator Pitch

Often in social situations, strangers will want to know who you are and what you do.

Your '**elevator pitch**' helps you respond to these enquiries in a way that can help you to win more clients. It should be 30 to 60 seconds long and answer the following four questions.

- Who are you and what qualifies you to do this job?
- What do you sell?
- Why you are in the carpet cleaning business?
- What unique benefit does your carpet cleaning business offer clients?

Your task today is to write down the answers to each of these questions, and then practice saying them so that you can use the pitch naturally and easily in conversation.

