

**My Business Networking Manual**

**An essential tool for all business owners.**

# 

# *Networking*

# Welcome and thank you for your time and commitment.

Firstly, let me congratulate you on buying this book, I understand that as a business person your daily life is filled with many important activities and for taking time out of your business to read this and begin working ***ON*** your business I thank you.

## Vision of Advice4Business

Advice4Business’ primary aim is to enrich people’s lives through the global redevelopment of business.

## Purpose of Advice 4 Business

The purpose of Advice4Business is to create and foster a global network of highly committed professional people who consistently enhance their client’s lives through the creation of extraordinary businesses that both inspire, and outperform, all other forms of investment.

## Mission of Advice4Business

The mission of Advice4Business is to significantly enhance the lives of businesspeople and our people are chosen for their belief in the value of providing clients with solid business support, enhancing their business and personal lives.

The Advice4Business team is dedicated in providing business enhancement methodologies that are of professional quality and that achieve outstanding results for our clients and their team members.

# Purpose of the Business Goals workbook

The purpose of this workbook is to provide you, the business owner with a simple means to think through the future of your business and the personal returns you are achieving from your business in terms of time, team and money. By structuring it as a workbook it gives you the additional benefit of working through the analysis rather than just coming up with another list of things to do. Your business adviser will assist you in its completion and agree any action points necessary. This means there will be a swift impact for you and your business as you will be able to put into practice the ideas you learn **IMMEDIATELY.**

# Networking is a support system that you can generate through meeting and interacting with people. You can build this by constructing relationships with businesses like yours, suppliers, other executives or directors and people that are just purely likeminded to you.

# Networking allows you to learn about yourself and others. It is useful for gathering information about the things that are important to people, how things should be presented, what people think about, what assistance they need from others and how and when it should be presented. This will potentially help you to change, implement and restructure your business so that it is far more efficient and accessible to you, your staff, and your customers.

# Networking groups can be formed inside or outside your organisation and are traditionally an informal group of relationships that you can rely on for information, help, support, or advice.

# The networking group will also use your assistance when and where necessary and works on an if you give you will get back basis.

# If you like the idea of a networking association, then you can start your own or join one that already exists. There are normally many to choose from and are a registered association, a social club, industry groups, special interest groups and the list goes on.

# The more people that you know, the more information you will receive, the more knowledge you will inherit in the long run.

# Networking is a very interesting concept as it allows you to disclose as much information of your own as you wish but be exposed to a variety of topics, opinions, and valuable sources at any one time.

# Networking may potentially help you in many ways, especially if you are interested in how others operate.

# *Thirteen ways to make Networking Lucky!*

# 1) Ensure you have plenty of business cards.

# 2) Try and find out whom will be there.

# 3) Set some goals for the meeting,

# Who do you want to talk to?

# How many referrals do you want to achieve?

# How many One to Ones do you wish to book and with whom?

# 4) Know what you are going to say, work on your sixty second elevator speech.

# Remember focus on the benefits of using your services, a good format is:

# Hi my name is …..

# I help …………………………………………..

# Like I did with ………………………………

# Which means they can ………………………...

# What I am looking for is ………………………

# Try and educate people on the buying signals they should be looking for so that they know when to refer you and questions they can ask to prompt that referral.

# For example-

# Q ‘How’s business’

# A ‘It’s pretty quiet right now we could really do with some more businesses.

# A ‘I was speaking to a chap the other day who specializes in helping businesses generate more business, maybe you should have a chat with him?’

# So, in your sixty seconds you could say.

# ‘What I would like for you to do for me this week is just ask one person you speak to ‘how’s business is listen to their answer and if they say quiet mention my name and suggest you get me to call them.

# Tailor some questions to your business and the buying signals people should look for and repeat them periodically until they are entrenched in people’s minds; don’t give up if it does not work after the first week!

# If your focus this week is to get referrals into potential alliance partners explain in your sixty seconds how you can help those potential partners before asking for the contacts.

# I.e., I help accountants add value to their business by offering a free business advisory clinic for their clients.

# Which helps them because their clients appreciate the extra help they receive from their accountant and are therefore less likely to leave and by helping their clients grow they can attract higher revenues from them.

# So, what I am looking for this week are contacts into any accountancy firms which would like to benefit from happier customers and larger clients!

# 5) Try and fulfil your objectives for the meeting as early as possible so that you can relax, enjoy the rest of the meeting, and keep an ear out for the extra gravy that may be available!

# 6) Arrive early and leave late

# 7) Come prepared. Look your best, bring your business cards, your name tag, your business card folder and some spare pens.

# 8) Attend functions regularly. Don’t expect to get flooded in referrals the first time you attend.

# 9) You may not see concrete results for 3 – 6 months, because it takes time for people to build trust but when it does happen the floodgates will open.

# 10) Remember the key is to “Give. Give. Give.”

# 11) Always send a thank you card or “follow up” letter the day after meeting someone.

# 12) Always thank people for their referral.

# 13) Keep in contact with your networking contacts … at least once every 60 days.

## How to do Introductions

* The 30-second personal commercial

How to write it …

* The 30-second personal commercial

How to deliver it …

## Introductions

* Do they listen to your pitch with a friendly ear, or pitch you out on your rear?
* Are you a sales professional or a professional visitor?
* You’ve got a few precious minutes to make a powerful professional first impression.
* If you can’t open, you can’t close.

Knock. Knock …

Your commercial is an opportunity to

Provide information that creates interest and

Response from people you network with.

# The 30-second personal commercial…How to write it.

When you go to a business meeting or are networking, you are on the lookout for contacts and prospects. Your commercial is your opportunity to provide information to create interest and response from prospects. It is the prelude and the gateway to a sale.

Let’s say you’re out with a customer networking at her trade association meeting and she introduces you to a prospect. The prospect says, “What do you do?” If you say, “I’m in the \*\*\*\*\*\*\*\*\* industry,” you should be shot.

For example, business advisers might be,

“We improve the lives of business owners, by providing a step-by-step solution where they get to design and implement specific business strategies to achieve financial and personal gain.”

You deliver a line like that and the prospect can’t help but be impressed.

Now you have the prospect’s attention. You ask your power Question(s) to find out how qualified the prospect is “How long have you been in Business?” – “If you could change one thing what would it be?” “Where do you want your business to be in 12 months?” Want to prepare or revise you commercial? Here is how:

Your objective is to have 15 to 30 seconds of information that…

* States who you are.
* States who your company is.
* Creatively tells what you do.
* Asks one or a series of Power Questions
* Makes a Power Statement that shows how you can help others.
* Ends with why the prospect should act now.

After you creatively say what you do, you ask a Power Question or series of questions that makes the prospect think and respond in a way that gives you needed information.

This information allows you to formulate an impact response to show how you can help, and lets you know how qualified the prospect may be. The questions must be open-ended) A question that gets the prospect thinking and talking. Not just saying yes or no.)

There is no reason to tell a prospect how you can help until you have uncovered what kind of help, he or she needs!

The Power Questions is the most critical part of the process because it qualifies the prospect and sets up your commercial, ask yourself these five questions:

1. What information do I want to get as a result of asking this question?
2. Can I qualify my prospect as a result of the question?
3. Does it take more then one question to find out the information I need?
4. Do my questions make the prospect think?
5. Can I ask a question that separates me from my competitor?

Here are some lead-ins to Power Questions that will expose areas of need:

* “If you could change any one thing about your business, what would it be?
* “What’s the biggest challenge facing you in your business today”.
* “What’s happening in your business that’s stopping you from getting the results you want?”
* “What’s happening in your business, your life, that’s got you thinking about getting some help?”

Next comes your Power Statement.

* A statement that makes your product and service outstanding, understandable, credible, and buyable.
* A statement that describes what you do and how you do it in terms of customers and their perceived use or need of your product and service.
* Last, develop a call to action … a closing line, statement, or question that ensures another contact.

Name - Hi, my name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.”

Company Name - “I’m a\*\*\*\*\* with \*\*\*\*\*\*\*\*\*”

Creatively say what you do - “We improve the lives of business owners, by providing a step-by-step solution where they get to design and implement specific business strategies to achieve financial and personal gain.”

Insert Your Power Questions - “So, (name) if I could just ask, what’s the biggest challenge facing you in your business today?

Insert Your Power statement - “OK, I am sure we can help you. You see the first step in creating the business and life you desire is to set clear goals and more importantly to set an Action plan and implement strategies and systems to make it happen. Our unique success program gives you the tools and the process to create a business that provides you with everything you ever wanted.

Why the prospect should act now - “would you like to schedule a business opportunity meeting between us so you can get a feel for what I mean and we can see what’s possible for you and your business?”

This is an example to help you write your own commercial. After you write it, rehearse it. Then go try it out, adjust it for the real world. Then really practice it (more then 25 times in real situations) until you own it.

# Your Personal Commercial Worksheet

Your name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What you do: (briefly) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Power Question: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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(Ask more follow-up questions until you get the information you need)

Power Statement: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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How you help: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Why prospect should

act now: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Instructions: Fill out the form, read it from top to bottom, add a few personal pronouns, time it, practice it, and voila!

You now have written the best commercial in the world, but if you don’t deliver it properly, no one will be inclined to act.

Next page …

Do not deliver too soon. Wait until you have enough.

information from the prospect before you strike.

# How to deliver your 30-second personal commercial …

Can you deliver? You just wrote your personal commercial and now it is time to deliver it. Think of your personal business commercial as a pitcher in a baseball game. You want to make a pitch that is a strike, but all batters are not alike. They require several types of pitches – fast ball, curve, slider, and the ever-popular screwball. (Isn’t it amazing how many screwballs we pitch?)

To pitch to the batter most effectively, you need to know what type of hitter he is. You need to know his hitting strengths and weaknesses. You cannot pitch the prospect effectively if you do not know what his needs are. You must know how to play each prospect. It’s easy to get a strike in sales. All you have to do is ask your prospects questions. They will be delighted to tell you all about themselves.

Your objective is to deliver 15 to 30 seconds of information that states who you are, what you do, how you can help others, and why your prospect should act now. In the middle of your commercial (between what you do and how you help other), you are going to ask a series of open-ended Power Questions that will gather enough information for you to formulate a response that will lead to prospect interest and action.

### 10 Personal Commercial Delivery Rules …

1. Be brief. Your remarks (other than questions) should be no more than 30 to 60 seconds.
2. Be to the point. Say something that creatively tells prospects exactly what you do in terms of their needs.
3. Be remembered. Say, give or do something that will stay in the prospects mind (in a positive, creative way).
4. Be prepared. Have your information at your command – rehearsed, practiced, and polished.
5. Have Power Questions and Power Statements ready.
6. Get the information you need by probing first. Ask power and follow-up questions that generate information, establish interest, show need, and allow you to give your information in a meaningful way. Ask your best questions and have most concise message ready to deliver when the timing is right. Before you explain your problem-solving capabilities, know enough about the other person so that your information has impact.
7. Show how you solve problems. The prospect is bored hearing about what you do, unless you tell him in a way that helps or serves him. The prospect doesn’t care what you do, unless what you do impacts him.
8. Pin the prospect down to the next action. Don’t let a good prospect go without some agreement about what’s next.
9. Have fun. Don’t press or be pressured – it will show.
10. Time’s up. When you have delivered your message, made your contact and secured the next meeting or action – move on.

# Important …

Do not say ANY words that are not an integral part of your commercial. Be as concise as possible. Be creative. If it drags, no one will listen or be inclined to act. Make your message in terms of the customer (you, your), not in terms of you (me, I). Be original. Boring messages are forgotten immediately. Say, do, or hand out something that will be remembered. Ask open-ended, thought-provoking questions.

Your commercial can be used in various forms at a networking event, business or trade association meeting, trade show, PTA meeting, or church.

Be prepared. When you meet a prospect or a prospect comes up to you, are you ready? Test yourself:

* What do you want his or her first impression to be? How will you create that?
* How quickly can you qualify him or her?
* What kind of questions can you ask that will qualify your prospect and generate interest in what you do?
* Do you have a list of your Power Questions? Are they rehearsed?
* Do you have a list of your Power Statements? Are they rehearsed?

# Your Power Questions Worksheet

Power Question1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Power Question2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Power Question3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Power Question4: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Power Question5: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Power Question6: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Power Question7: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Power Question8: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Power Question9: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Power Question10: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Instructions: Fill out the form, read it from top to bottom, add a few personal pronouns, time it, practice it, test it, change the questions which don’t work and get Networking!

***The Follow Up.***

***1 Day after the meeting***

Follow up with a letter or email.

An example format could be:

Dear [name]:

Great meeting you at the [xyz event] yesterday. I really enjoyed our discussion on [topic]. It was fascinating finding out more about [topic] and how [etc. Etc.]

Looking forward to seeing you again at a future function. If I come across anyone who is in need of [xyz] product/services, I’ll be sure to mention your name.

[Go the blues!] [depending on the conversation you had with them, insert a personal comment to sign off with].

Kind regards,

**Your Name**

P.S. Given what we talked about; I thought you might like\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*Hope you enjoy.

***4-5 days after the meeting***

If it is someone interesting, try and arrange a one to one or a softer approach such as ‘I am in the area on Thursday visiting a client/contact’ would you mind if I popped in for 10 minutes and said hello?

Ensure that all other contacts you market are locked into your database and will receive regular newsletters/ offers to remind them you exist and to continue educating them on what you do and how you can help.

***One to Ones***

All to often one to ones degenerate into a nice cup of coffee with no end actions other than a vague promise to mention one another. The result, a reluctance to pursue this marketing strategy because ‘I don’t have time’.

There is a better way, used correctly one to one are a powerful way of generating business both for yourselves and your fellow members.

As with all marketing activities there are some key things you should be doing to make sure this is a worthwhile activity.

1) Target those members who you feel you have most synergy with first, these will be the most

Productive meetings.

2) As with all marketing activities ‘Failing to plan is planning to fail’ Do yourself and your fellow member a favour and spend 15 mins before a meeting thinking about:

a) What you may be able to do for your fellow member

b) What you feel they may be able to do for you.

3) Go into the meeting with a clear objective to agree some concrete actions you will take on each other’s behalf.

Actions could include:

a) Seeking a referral into a known contact (not just anyone, because this will not happen).

b) Agreeing to send your fellow members offer out to your database.

c) A joint marketing initiative.

d) An introduction into a contact that may be of use.

4) Follow an agenda so that all agreed actions are recorded, and deadlines set.

5) Agree a time to meet up either in person or on the phone to review those actions and monitor progress.

I know One to Ones burn up valuable time but if you use them correctly it will be time well spent and not just a cup of coffee.

Remember ‘The more you dip your hook in the water the more chance you have got of catching a fish’ so keep it up and the benefits will come.

**ONE TO ONE MEETING REPORT**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **1.1 Pre-Meeting** | | | | | | |
| Venue: |  | | | | Date: |  |
| Host:: |  | | Visitor: | | |  |
| **1.2 Host** | | | | | | |
| Tour of Premises, describe main business activities. | | | | | | |
| **1.3 Visitor** | | | | | | |
| Outline A class Clients, Explain your business strategies, Explain your services and products and client benefits. | | | | | | |
| **1.4 Meeting Notes** | |  | | | | |
|  | | | | | | |
| **1.5 Follow up Actions** | | | | | | |
| Action/Contact | | | Date | Result | | |
|  | | |  |  | | |
|  | | |  |  | | |
|  | | |  |  | | |

***One to Ones follow up***

This one is easy!

* 1. Do what you said you would do for them.
  2. Follow up and make sure they do what they said they would do for you.
  3. Lock them into your database for newsletters/ emails and offers.