

Top 10 Tips for Successful Networking

Successful networking is a crucial aspect of the job for any business owner. Smart and consistent networking can help you find clients—and keep the business process moving forward.

Below are the top 10 tips for successful business networking:

1. Be genuine. Networking is all about building trust and beneficial relationships.
2. Define your goals for networking before you arrive at a function in order to capitalize on efficiency.
3. Contact groups that spark your interest or could be of interest to your company long-term. Joining groups may help your company build a foundation of interest.
4. Hold volunteer positions in these organizations of interest. It keeps you on their radar without becoming too much of an undertaking.
5. Networking conversations are all about learning so ask open-ended questions. By asking the who, what, where, why, when and how, you do not receive simple yes or no responses and conversation vectors become varied. This means, a busy person or prominent business member may actually talk to you for a longer period of time.
6. Become a resource to others within your business community. If you scratch their backs, they will tell their friends. This also keeps you in the front of people's minds because now they will view you as a resource for great ideas, contacts and other reasons that are likely to make them help you in the future.
7. Have a clear understanding of who you are, what your business is trying to achieve, for what community you are trying to service and why you are the best at it. Being confident in this line of thought will project confidence on the success of your business as well as yourself.
8. Make sure that if someone asks you how he or she can help you or your business, you know exactly how to respond.
9. Referrals are great when you get them, but do not wait around to use them. Be quick and thorough. People want to know you listen to their advice.
10. Thank you callbacks for those who have expressed interest in helping you is vital. This is another way to keep your name in their minds.

Tips for Small Business Marketing

1. Advertise to produce sale now and not just create name recognition.

2. Offer less costly versions of products or services Big Business offers. This will help you quickly build a clientele and avoid losing sales to more recognized companies.
3. Offer a premium version of what Big Business offers. Whether it is a product or service, many people like to ensure they are being treated with a unique purchasing experience. Premium offers will help you stand apart from competitors.
4. Try unusual marketing methods.
5. Work in tandem with other small business in your field or complementary fields. This will help you build networking relationships as well as potentially double your client list.
6. Ad size reductions are a key way to save money on print and web advertising.
7. Take advantage of the customers you already have and trust by offering special deals to repeat clients. This builds a trusting relationship for future purchases.