



Acumen

Analyze the Past, Create the Future.

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Quote of the Month

"You cannot shake hands with a clenched fist."

- Indira Gandhi

Superstar Strategies

Networking: Back to Basics!

Networking is an effective way to identify sales leads and build business relationships, whether the occasion is a convention, a business event, or a networking meeting. Sometimes we do not achieve the desired results because we forget about the basics.

- ★ **Bring plenty of business cards** - It is embarrassing when someone asks you for a card and you respond, "I don't have one with me" or "I have run out."
- ★ **Ask for business cards** - Most of us cannot remember everyone we have met unless we have a card in hand.
- ★ **Use good listening skills** - Record as soon as possible anything special we should remember about the people we have met, for example, any common hobby for future relationship-building.
- ★ **"Work" the event** - Talk to as many new contacts as possible. When staffing a booth at a trade show, proactively talk to people who visit or, even better, send invitations in advance and provide an incentive for prospects to come to your booth.
- ★ **Follow up** - Contact the people whom we may want to do business with soon after the event, when we may still be fresh in their mind.

