

# Great Networking!

In this short introduction, we will not pretend to give you a foolproof method on how to become an absolute expert in networking. Just like any job, networking is a learned skill. It takes knowledge, willingness, commitment and should be used in a systematic and pragmatic way. It's like playing the piano, it takes practice, investment and time.

Networking is not simply about showing up to events and collecting business cards. It is also not a matter of the number of contracts signed. It's about being recognized and becoming the authority in your area of expertise.

Become the ultimate professional networker.

Networking requires personal involvement with a methodology behind it. You need to develop strong relationships with people in your group while offering them access to your personal network. In addition, you must be able to demonstrate such a level of skills within your field. This will develop people's trust in you. They will feel more comfortable with you, which will in turn lead them to wanting to refer you to others when needed.

## BTA's (Before, To and After) of an Event

No, the next question is not *what* you know, but "*Who knows what you know?*", "*Who do you know?*" and "*Who knows what product you're developing?*"

Today, competence alone does not guarantee your success.

### 1. (Before) the Event; The Preparation

You should always be prepared before any meeting. If you had the opportunity to meet Warren Buffet in person, would you prepare ahead of time? Of course, you would! Remember, every business meeting holds its own surprises.

*Imagine that you are only one person away to the deal of your life!*

### 2. (To) the event, your goal

Beware of distractions, be professional, pay close attention to the people in the room. Avoid using your phone. Listen actively at all times and spot referencing opportunities.

*You are NOT here to sell. You are here to connect!*

### 3. (After) the event

Follow-ups after the meeting; Add them to your social and professional social networks and validate what you might have in common. In addition, they will see that you have validated their profile and at the same time will have the opportunity to see yours.

Follow up with them on points you can help them with. Be authentic. Try waiting 24 hours after the event, unless you might have an absolute solution to one of their needs. You can also provide them with an article, book to read or other material that is relevant to their needs. Be someone who finds solutions, a "problem solver."

If the person does not respond; do not insist. Unless you have a business proposal.

GR international is a unique medium that allows you to have access to many different business professionals with different specialties, all at the same table and accelerates your knowledge base. It is your access to new ways of working, manpower and marketing resources, only to name a few. The GR network creates opportunities and can redefine the direction of your future. The GR international network is crucial, because having access to it will change your end results.

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