

# Business Networking for Entrepreneurs



Yvonne Bisk  
December 2008

Have you ever attended a networking event, collected business cards and the next day, you can not remember who is who? You don't want to be one of those that other people can't remember, do you?

Networking is essential for most business people, but especially for entrepreneurs. Due to our busy lives many people put networking on the bottom of their to-do lists; this is a mistake. Here are some tips to help you improve your networking skills and extend your network.

Networking is a great opportunity to grow your contact list. Sales are developed through the relationships we create; thus develop relationships and let the referrals come to you.

Follow-up is another key to successful marketing. Meeting someone once is rarely enough to bring you business. You always want to follow up with prospective customers, but you should also follow up with potential referral sources.

The first impression: Within the first few seconds people judge you. There is no chance to make a second first impression. Networking is not just about meeting new people but about having them remember you.