

Christine Sutherland



Speed Business Networking - The Manual

More Leads!
More Business!
More Fun!

This Manual is an absolute breath of fresh air that will have you wholeheartedly DUMPING the old stuff you've been taught and gleefully learning a whole new approach that is a lot more fun, a lot more courteous, and a lot more SUCCESSFUL!



**Build Your Business Revenue
Network More Effectively
Access Amazing FREE Business Tools
By Becoming a FREE Member of My
Speed Business Network today!
www.speedbusinessnetworking.com**

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Make sure you sign up for "Business Strategies for Success!" our free ezine! 120 seconds of top networking and marketing tips! See the sign-up box on our home page.

The Challenge

How many small business people or sales professionals do you know who would like to earn more? How many of your clients would like to be able to sell more products or services? How many would actually be grateful for your help?

We challenge you to identify at least 10 people whom you know could benefit from this book by studying and implementing the material in it, and ask them if they'd like you to email the pdf file.

Please do use your judgement when deciding who is suitable because those people may want to join Speed Business Networking to enhance their networking effectiveness, and it's important to us to maintain the quality of the various working groups, especially the business development forums where members work to build their businesses.

If that person is a grandstander, a user/taker, not a giver, is someone who is simply out for all they can get, then please don't pass this on. The members of our business community are not there to make money out of each other, but to help each other through sharing expertise, so that everyone is able to easily grow and improve their business.

Our whole focus is on building relationships based on trust and respect for principles and values. We hope this is what you're looking for, and that you enjoy being part of our community.

Speed Business Networking – the Manual
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Also by Christine Sutherland:

Take Your Team to the Top: How to Double Your Sales in 30 Days from Implementation
NLP in 10 Days: A Step-by-step Training Program.
Beat Cravings, Shift Fat! Easy Ways to Let Your Mind Do the Work for You.

Warning

This book can dramatically multiply your income, while at the same time making the business development process easier and more enjoyable than ever before in your life!



About the author: Christine Sutherland is a behavioural counsellor who has a counselling and training background of over 30 years, with a passion for research and development of innovations in training and therapy. She has been responsible for pioneering and developing neuro-linguistic and neuro-somatic therapy applications suitable for clinical and corporate services. Her books have been published throughout the Western world by McGraw-Hill and throughout the Arab world by Jarir. Her academic work has been peer-reviewed and published in the Temple University journal *Frontier Perspectives*.

Christine is the CEO and founding director of The Lifeworks Group, and was responsible for the development of an innovative group treatment program for clinical depression, subjected to experimental trial in December 2000. Christine was also responsible for the "Get a Life" program for schools, subjected to experimental trial in April-May 2000, and a treatment program for unrelieved chronic pain, subjected to experimental trial in October 2001.

In her work as an internationally-recognised NLP trainer, Christine has developed a training program for Practitioner Certification the content of which is in advance of the current world standard and which is also available as an on-line distance learning program.

Christine is also a co-founder of [BMSA International](#), a multi-lingual on-line resource for medical practitioners and other licensed health professionals, dedicated to bringing the best of modern research directly into supervised clinical practice.

This is in line with her commitment to bring new developments in health, well-being, communication techniques and human performance within the reach of as many people as possible.

Early in 2003, Christine founded Speed Business Networking as a result of many years' investigation into the strategies of high-performing companies. To her frustration, she could not find a single business organisation which assisted SME's to network using proven strategies. Combined with her desire to invest the small business community with higher level management skills, this frustration led to a concept which would integrate better networking practices with practical business development support the like of which had never been seen before in Australia.

Just recently Christine added another business to The Lifeworks Group portfolio, RecruitmentHeaven.Com, an innovative on-line jobsearch facility which provides business development services to recruitment agencies.

Her range of expertise includes:

- QA & TQM (including audit)
- Financial Control
- Master Trainer
- Clinical Supervision (reg ACA)
- Small Business Development
- Marketing and Sales Methodologies

Christine edits the small business ezine "Business Strategies for Success!", and provides consulting and networking services to small to medium-sized enterprises.

She may be contacted on 61 8 9246 1977 (Australia) or by email info@speedbusinessnetworking.com.

Dedication

I dedicate this book to the millions of business people who absolutely hate networking. Read on, because shortly you'll discover that you and I have a lot in common, and I'm about to give you some really good news.

However all the good news, all the knowledge and information that I'm passing on right here, will do you absolutely no good if you don't act on it! Over 90% of businesses fail, and one of the key reasons is that over 90% of owners/managers refuse to take the actions they know they should!

Why else would BNI (Business Networking International) actually have to FORCE members to turn up to networking events by threatening to "open their category" if they miss too many meetings?! Why else would I also have to bully and nag people to actually show up to Speed Business Networking meetings, even though each and every time people will take away solid information they can use to build or improve their businesses, for just seventeen lousy dollars?!

Let me share with you this quote by Michael Schrage, Teamwork Consultant with Knowledge Inc

"I think 'knowledge management' is a bullshit issue. Let me tell you why. I can give you perfect information, I can give you perfect knowledge and it won't change your behavior one iota. Knowledge is not the power. Power is power. The **ability to act on knowledge** is power. Most people in most organizations do not have the ability to act on the knowledge they possess. End of story."

So, my fellow friend in business, listen, learn, and DO, and not only will your business thrive, but your very life will change as a result!

Sincerely



Could You Bring Speed Business Networking to Your Area?

We're currently looking for business leaders (including leaders of existing networking groups) in all capital cities to help spread the Speed Business Networking philosophy, which is that authentic business friendships/alliances/advocacies are the one and only way that any business can succeed, or even sustain itself. The quality of those friendships determines absolutely the level of success any business or business professional can achieve.

Most networking organisations make fundamental errors in the way they bring members together, and also in the structures set up to serve members. SBN provides both the structure and the training/information for members to network in such a way that authentic friendships/alliances/advocacies do develop, provided that members actually utilise them of course.

We frown on the pressure placed on members of other networking organisations to bring referrals to meetings. To us this is the wrong focus and results in quantity over quality. Insisting that members refer only to each other, and not to those outside the membership is an insular and narrow view that is counter-productive to quality networking. Streams of warm and hot qualified referrals, which result in superb outcomes, are the natural product of solid, authentic relationships. This is where our focus is.

We give a high level of support to founders, who retain 100% of event profits, and 95% of membership fees. Founders set their own fee level, but this must be a minimum of \$150 per year.

Our view is that founders should be a role model to members, demonstrating the exponential business growth that is possible when the correct philosophies and methodologies are followed. That's why we also specifically work with founders to help to grow their own businesses. We do not charge for consulting to founders – our reward is watching their success!

We welcome existing networking groups who would like to join Speed Business Networking and gain all of the expertise and other advantages that membership offers.

Please contact me personally if you believe you have the ability to undertake the role of chapter founder - I look forward to discussing that possibility. I can be reached by telephone on 61 8 9246 1977 during business hours, or by email at info@speedbusinessnetworking.com.

Sincerely



Christine Sutherland
Founder – Speed Business Networking

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Speed Business Networking – the Manual

Chapter 1

Why You Absolutely Must Network, and Why Most People Have Learned to Hate Networking!

💡 *Networking is making links from people we know to people they know, in an organized way, for a specific purpose, while remaining committed to doing our part, expecting nothing in return.* 💡
Donna Fisher, author, “Power Networking”

Networking – The Number 1 Lead Generator

Well over 70% of business is won not through advertising, but through word of mouth, via people who know us, like us, and trust us. In other words, over 70% of business comes via *relationships*. And not just *any* relationships, but *quality* relationships.

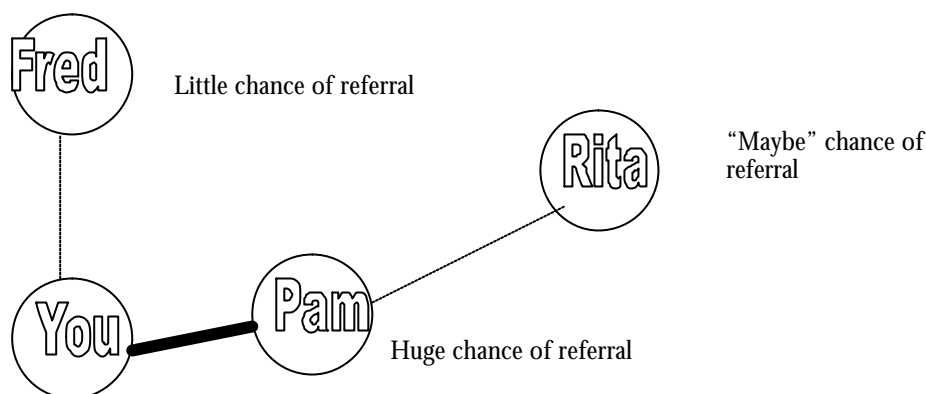
Each of us knows, on average, about 250 people. And each of those knows another 250 people, and so on. In only 4 degrees of separation (links or steps) we have potential access to over *3 billion people*. That's the power of networking.

Recently, in a research project in Brisbane, it was discovered that every single person in that entire city's population was linked by a group of just 15 people. In other words, if you put this group of people in a room, and at random asked to be given a warm introduction to any human being in Brisbane, one or more of those 15 people would be able to do that. IF they knew you and trusted you enough to do so. That's the power of networking.

However whether or not we get *access* to someone's "group" depends upon one thing and one thing only: the *quality* of the relationship with have with that "someone".

Have a look at the diagram overleaf.

A Network Scenario



The thickness of the line denotes the quality of the relationship in the diagram above. Whether or not we get access to someone’s “circle of influence”, (approximately 250 possible warm referrals) depends utterly upon the quality of relationship we have with them. A strong relationship, based on mutual liking, respect and trust, **automatically** produces referrals. No relationship – no referrals!

If we don’t network, we have no hope of building the quality relationships that so effortlessly lead to warm, quality referrals. In addition, if we don’t network with the right spirit, we will not meet people who want to refer to us anyway!

Why We’ve Learned to Hate Networking!

Informal networking is both easy and fun for most people – we do it all the time when we spend time with family or friends. We’re “networking” even when we’re sitting on the couch watching television with our beloved, because “networking”, after all, is just a fancy word for spending time with and relating to people.

Formal networking has become another kettle of fish altogether because most people get it so very, very wrong. In fact most people think networking is standing around with a drink being bored to death by a series of 15-second elevator pitches and pretending to be interested in people just so you can give out as many cards as possible in the course of a couple of hours.

That’s not networking – that’s torture!

The fact is, we’ve been taught a whole lot of networking “rules” that are not only rude (no wonder we feel so uncomfortable about it!) that are not only ineffective, but which actually do our reputation, and our business, HARM!

Good News, You Don't Have to Do THESE Rude Things Any More!

Sorry folks, this is going to be **brutally honest!** We've all been told to do this stuff but **IT IS PLAIN WRONG!!!!**

- Stuffing your card in someone's hand the moment you've met.

Not only a waste of a card, but this is like greeting a blind date with a big sloppy kiss. Yuck! By the way, your card is NOT your 24/7 salesperson. It is far more likely to get filed in the "circular file"!

- "Working the room", 15-second "elevator pitches", or "selling at people".

Rest assured, there's not anyone in that room who wants to be "worked over"! Neither does anyone actually enjoy your slick elevator pitch, or the fact that you're so enthusiastically telling them why they should do business with you. Ever stopped long enough to see their eyes glaze over? This is the one I have the biggest trouble stopping people from doing because they've been so indoctrinated with the concept of "selling" themselves. Bragging is ugly, especially to a stranger, so don't do it.

- Only being bothered with people who look like potential business for you.

You will never know if someone can help you or not. There's just no way to tell. Fact is, whoever they are, they know at least 250 people who could help you in ways you can't even imagine. Be interested in EVERYONE and don't make crass judgements before you've even come to know someone.

- Thinking you have to make yourself "memorable" (and whether your name tag is on the left or the right side of your jacket is a total red herring. It's not even about their remembering your **name!**)

Wearing a big hat, or a colourful shirt, or some other gimmick to make you stand out, sure does make you stand out, as an **idiot!** Only wear these things if they are your normal business attire, and they truly express your style. Be YOU! Putting on a style that is not yours simply announces "I am a fake."

- Having an attitude of "what's in it for me?"

You do this one and you may as well turn up wearing a neon sign across your head that says "I am an egocentric, selfish pig, and I am interested in me, not you!" Some 90% of your communication is non-verbal, and trust me, **attitude** comes over loud and clear! And no, you can't fake it!

- Thinking that you must make an "impression" and keeping your "business mask" firmly in place.

This is almost the opposite of the "make yourself memorable" concept. Rather than being honky, we're trying to be "businesslike" whatever that means. If we refuse to relax and show our personality, to be seen to be human, then we actually refuse to fully engage. People want to get to know YOU. Let them know who that is.

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