



people
make the
difference

People Make The Difference whitepaper

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Do you practice the habits of a successful networker?

What is it that you want from your business connections? Is it simply the instant gratification of seeing your LinkedIn network grow? Or would you like to create strong, lasting connections that result in lifelong relationships and benefits for your organisation? If you're looking to create these lifelong relationships, it's time to do as successful networkers do with these 5 easy tips.

Remember names

People might not take particular notice if you remember their name correctly, but they will almost certainly notice if you get their name wrong. Not only will they notice, they'll remember you for it – not something you want to be remembered for. In his book, *How To Win Friends and Influence People*, Dale Carnegie reflects, "a person's name is to him or her the sweetest and most important sound in any language." Finding a way to remember names will have you beginning lifelong connections on the right foot.

Meet for coffee

In the age of online networking, it's tempting to keep your LinkedIn growing and let your face-to-face meetings fall by the wayside. Going the extra mile and setting up a time to have coffee or go for drinks together means that you stand out in the crowded world that is business networking and, in the process, you learn more about each other and the skills and knowledge you each bring to the connection.

Celebrate together

Throughout the lifespan of relationships, there are multiple reasons to celebrate and commiserate. The best part about business connections is that you have a support network

through the exciting times business brings, as well as the times that require a little bit more hard work. Not only do you have this support, you are part of that support network for others, too.

Ask for help

In the past, it may have been seen as a sign of weakness to ask for help, but in times of trial, nothing shows trust more than asking for help with something as important as your business. If you trust someone enough to help you make a big decision, it's likely they'll trust you in return – an indication of a strong business relationship.

Play matchmaker

Just like people love taking the credit for their romantic matchmaking, business matchmaking can have a similar result. Not only does it show you've made two great connections and you know them well, you can take the credit for introducing them when they go on to succeed in their businesses together! On top of all these perks, you might help someone get into the world of networking: according to a survey conducted by The Guardian, 24% of professionals don't currently network at all – your introduction could be the start of their networking career.

Stay in touch

Staying in touch is more than just a quick status update on social media. Use those statuses as reminders to pick up the phone or set up a coffee date and always be talking to people individually, not constantly through a public forum.

If you're ready to start successful networking to build great, lasting relationships, People Make The Difference can help you with training workshops, one-on-one coaching and Coach On Call services. To find out more, call us on 0412 333 415 or visit peoplesmakethedifference.com.au.