

Networking in the New Year's Eve Party

By John W David

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New Years Networking

The New Years Eve party is a once-a-year terrific opportunity to open new doors into your future, your sales career and income, your business, and that of your entire family.

Over the years, our sales teams made dynamite use of this Opportunity. I hope you will, too.

Let's use an example.

Play with these numbers for just a moment.

Suppose you earn between \$50,000 and \$75,000 dollars a year and it's been fairly consistent over the last three years.

Maybe you make double that or triple. Whatever your income figure is, write it down as a range. Very Good.

Enter an investment dictum at this moment: Smart Money Goes where Smart Money Grows.

Now, take the spread between \$50,000 and \$75,000 as \$25,000. Double it. Then, re-enter it into the low and high to become \$100,000 and \$125,000.

What you want to do next is to locate and attend a New Years bash that caters to that income level.

One way to do this is to imagine what kind of gala and hotel accommodation you would normally feel comfortable attending.

For this example, that may be, say, a three-star event including all the trimmings. Excellent.

You would therefore consider attending a four-star event notwithstanding the fairly substantial additional investment in the overall Benefit to be gained.

You see, by doing this, you may be playing at two income levels above your normal festive crowd which is where the managers of your normal business contacts play.

The idea of using the New Years event is that it is the one evening of the year when everybody is equal, everybody is in a mood to celebrate, and to help everyone around them toast in the new year.

Alternatively, in every and any other so-called networking event, the focus for everybody is primarily on themselves. The net impact of these other minor, even major events is that they are generally quite non-productive.

But, the New Years Eve celebration... well, that's in its own league when it comes to real networking Opportunities. It's there. All you have to do is grab it and use it properly.

Next: Staying in your area, look for that hotel one or two levels up above your normal New Years Eve venue. See what they're doing special for that evening.

See what they are planning. And, maybe get a glimpse at who is attending. Sometimes companies book hospitality rooms. That's a good place to get started.

When you have found one that works for you, book it now. If it's worth it, they're already taking reservations even though they haven't sent out their advert.

Normally when the advert comes out, the best is already booked and they're just looking for dollar-qualified bodies to fill it out.

The up-side of that is, even if they are dollar-qualified, they are so because of the level of job and income they have. And, that may just qualify them for you.

It's a great opportunity to wave your flag at full mast where being seen by a more influential crowd can do you the most good.

It works!

Now, just a few guidelines:

A) No selling. You know that anyway.

B) Stay sober and completely Professional both in appearance and in Mission.

C) Stay completely away from any discussion about sex, religion, and politics. COMPLETELY.

D) Put a positive spin on even the most negative thought. However much you don't like something don't say a word if you can't come up with a positive.

Believe this: People always shoot the messenger!

Flipping that over: People shop most where they are made to feel good about themselves. THAT becomes an Objective for this event.

E) If you are prone to talk, ask three times as many questions as make statements. One approach that always works: Ask a question or make a compliment.

That makes you a great listener which, and you won't believe this, equates to being a terrific conversationalist. Being a terrific conversationalist makes you valuable.

Being a positive thinking terrific conversationalist make you a great Best Value Benefit candidate in their lives and in their businesses.

F) Use their names and the words "You" and "Yours" three times more often than the total of the words "I", "Me", "My", "Mine", "We", "Ours".

That way the conversation is always about them and in their words.

Remember: while this is going to be a smashing evening for you and your Life partner, you will be on-the-clock with a lot invested.

So, like any other Selling situation, you want to come out of there with something definable that will bring you measurably closer to your Event Objectives for the evening.

This kind of event and all the people in it always opens the doors to where you eventually want to be.

Remember: Smart Money Goes where Smart Money Grows.

Now you are prepared to have an exciting evening with a terrific Opportunity to fraternize amongst people who can do you, your family, your career, and your income some real good... simply because the nature of the New Years networking event moves people in that direction.

Happy New Years!

Feel free to share ProShop Sales Tips with good people you know as part of your personal and professional Mission.

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Author / Teacher / Speaker

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