

Pro Sales Tip - The Secret to Successful Networking

By John W David

Pro Sales Tip - The Secret to Successful Networking

John W David
jdavidppl@yahoo.com

ProShop - Your Complete Learning Center
<http://internetmarketing-proshop.com/sales/networking-secret-s.htm>

Pro Sales Tip - The Secret to Successful Networking

For most people, networking is just a waste of time, effort, and money spent in frustration and a growing sense of hopelessness of ever getting anything back for what they put in. Been there!

For Lucy and me, networking has become an essential part of our business revenue / personal income strategy.

From our style of networking, we gain enormous numbers of the best qualified referrals.

I mean real referrals, the kind of referrals that pack the bank account. You can, too.

We add, each and every week, over thirty names to our database which has a built-in multiplier that I talk about over and over.

That database, once you get it started is your retirement fund... big time! So, if you haven't started, please, do so. And, I'll show you how to use it to make \$\$\$.

We make sales of our e-books at each and every event just from our table-babble and one-minute stand-up. Doing these things right, you can easily close 15% of the people in the room.

Note: These sales are made without the use of sales techniques whatsoever.

Overall, we have become what we wanted to become and encourage our e-book members to become... powerful centers of influence.

Okay. So what is this Secret to Successful Networking?
And, what does it mean to you?

Most people do three things at a networking function. They meet, they mingle, they present their stuff.

Most people will get something once in a while to make them feel that they have accomplished something.

However, when you add up all the little nitty gritty things that they should do, and that's about ninety-nine of them not just three, you will, in effect, use the opportunities you set in motion to generate upwards of twenty newer, better, hidden opportunities that produce the best results.

Success Rule: The best, most productive, most profitable opportunities are always the ones that are hidden inside the ones you try to create. Break these hidden opps open and you win all the marbles.

You see, everybody jumps all over the most obvious ones. That means that most obvious opportunities are worked to death. It's the ones that they create and just walk away from because they don't recognize them that would generate their best results.

When you attend your next networking event, decide what you want to achieve. Then, make a plan for the actions you need to do that will get you to that achievement.

Go over it in your mind thoroughly the day before. Then, do it.

For example, tomorrow's event.

For Lucy and me, we know the group will have forty people in attendance.

Based on our formula including setting up the message and the materials in support of that message, we will expect each of us to add three to eight new names to our database (that's always a minimum objective), sell two to three e-books, and pre-register three to six people into our next ProShop event.

Plus... at each and every networking event, someone, somewhere wants us to write an article for them or appear to deliver a speech or to train their sales staff on any of our other products online and offline.

THAT'S a hidden opportunity. In that hidden opportunity, we will produce the same results as we would at a networking event.

So, one opportunity creates other opportunities brought about just because we followed a simple highly results-oriented action plan. You can, too.

Therefore, averaging out, that should be a total of nineteen people brought somewhere into our ProShop family out of forty attendees... plus the creation of newer, hidden opps to achieve even more.

Since we, in following our system, each network three times weekly, you can quickly see how having a great networking system can easily exceed face-to-face value, earn a good day's income, and it's all done before nine a.m.

So, friends, the more you work your opportunities within a great results-oriented action-system, the more money you will make, with less stress, and in a shorter period of time.

Then, you have the rest of the day to do your other stuff that makes you successful.

Ciao for now,

John W David

Master Sales Trainer

Author: Mining for Gold and Finding it! in Networking

<http://internetmarketing-proshop.com/networking>

Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)