



‘Listen to what others have to say.’

One of the biggest aspects of being able to recommend other people’s businesses is knowing what they do. Unless you listen and pay attention, you can’t effectively do this.

It doesn't matter what type of network group you attend - weekly or monthly, breakfast or lunch - if you don't listen, you will never know how you can benefit from those who are speaking.

If you are a good listener, people will tell you more, which will lead them to asking you more about you and your business. Hey presto... a new business relationship!

It's not rocket science to become a ‘good networker’ - it just takes a little common sense and common courtesy for it all to work.

People buy from people and, more importantly, they buy from people they like and trust. By listening to your peers, you are demonstrating the will to participate, take in and be involved in helping them develop their businesses. They are then much more likely to reciprocate in respect of you and your business.

Don't be afraid to ask questions to those you meet at networking events; people love answering questions about themselves. Once they have answered, say ‘thank you’ or, if they didn't quite answer your question, ask in another way. They will wonder if you can help them in their businesses and will be eager to find out more about you.

Don't interrupt someone who is speaking; let them finish what they are saying and then respond to them. You wouldn't like it if someone kept interrupting you while you were speaking.

Structured networking events provide an ideal way to get to know your peers. All attendees have an opportunity to speak about their businesses at every meeting. This is your ideal opportunity to ‘listen’.

Now it's your turn to listen to us...

Attend an Effective Business Network (ebn) event this week. You will be listened to - we promise!

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