

CODE Cracking 101: From 'Met' to 'Net': Cracking The Networking CODE

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Sample of Content:

We are ALL in the business of relationships!!!Are you building PRICELESS BUSINESS RELATIONSHIPS?Only read this if you are ready to PROGRESS in your Business.

Content:

There is this unassuming little word you often find in the biographies of famous people. The word is "met."

Then William R. Hewlett met David Packard.

Then Dean Martin met Jerry Lewis.

Then Sid met Nancy.

Then Siegfried met Roy.

We meet people all the time. Meeting people is part of life. Meeting people is one of the fundamental steps to building priceless business relationships through networking. But it is not the only step.

So, how do you build priceless business relationships? This is an important question to consider because, to a large degree, who you know and associate with determines who you become in life. The most successful, well-rounded and happy people are most often the ones who are best connected to other successful, well-rounded and happy people. When these people need support or information, they know the right people to call.

How well-connected you are determines your access to those with the most money, the best contacts, the real power and influence (not to mention the best seats at sporting events). Being connected to the right people opens up opportunities for you and your company.

But, there is a big difference between meeting someone and building a priceless business relationship with them. There is a long way from "Met to Net"™ and because people misjudge this distance the term "networking"™ has gotten a bum rap.

I consistently ask professionals that come to workshops based on my book, *Cracking the Networking CODE*, to share with me what they think of when they hear the word "networking"™. Far too often I hear it conjures up images of manipulative, self-serving, insincere and predatory individuals, who are on the prowl for someone they can pounce on, try to sell something to, or solicit an unearned favor from. Wish I could say this style of "networking"™ wasn't out there, but it is and it is a waste of time for the ineffective networker and the unfortunate people they corner.

Successful networking is something of an enigma because the skills needed to network successfully are simple to understand but not necessarily easy to consistently implement. It helps to think of networking as a creative process. You are creating ways to serve and to help people progress. You progress when you help others progress.

Progress is what it is all about. To crack the networking code, to build priceless business relationships and become a truly effective networker, you need to constantly search out ways to help others progress. You must position yourself in their minds as a catalyst in their progress, as an agent in their progress, as a Progress Agent.

When you have made someone feel good, when you've helped them solve a problem, when you have helped them take a positive step, they see you as a Progress Agent. They start to turn to you, listen to you, want to be around you and help you. Plus, they start to talk about you in a good way to all the people who are in their network. You create a positive word-of-mouth, a positive buzz. You are worthy of buzz. You are buzzworthy. Keep "Being Progress"™ and your buzzworthiness grows.

Buzzworthiness? Is that even a word?

A nurturing, giving attitude is the cornerstone to Cracking the Networking CODE. The four letters that make up the word CODE stand for the four steps consistently taken by the most effective networkers to build truly priceless business relationships.

Effective networkers:

C: Create Personal Curb Appeal

Effective networkers feel successful and display a genuine desire to help others progress. They are Progress Agents. They look and act the part of someone you would want to have in your corner. They don't go to networking events looking for success, they take success with them to the events.

O: Open Face-to-Face Relationships

Effective networkers connect with new people everywhere they go. They also research the various networking event options and commit to a networking strategy. They get out and about and reach out. They proactively open relationships.

D: Deliver Solid First Impressions

Effective networkers know their first impression sets the foundation for all future impressions, and they make sure it's a good one. Effective networkers strive to stand out in a positive way in the minds of people they want future contact with.

E: Earn Trust

Effective networkers follow up and keep in touch. They stay involved with the people they meet and earn their trust through a series of progress-based impressions. They continually find ways to help "to be progress" for those in their network. This is where most ineffective networkers drop the ball.

Sure, being in business is challenging.

Sure, marketing is a moving bull's-eye.

Sure, people are often pressed for time.

But here is something else I know for sure: People do business with, as well as help, share information, brainstorm, and give referrals to people they trust and value. They trust and value people who genuinely care about them and are Progress Agents for their lives.

Crack the Networking CODE.

Be Progress.

Recognized as a "Sales-and-networking guru"™ by the Dallas Business Journal, Dean Lindsay is the founder of The Progress Agents LLC (<http://www.ProgressAgents.com>) a seminar company dedicated to empowering progress in sales, service, and workplace performance.

Dean's best selling book Cracking the Networking CODE: 4 Steps to Priceless Business Relationships has been endorsed by a who's who of business leaders and performance experts including Ken Blanchard - author of The One Minute Manager, Brian Tracy and Frank Bracken, the President and COO of Haggard Clothing Co.

Jay Conrad Levinson - the author of Guerrilla Marketing, thought so much of Cracking the Networking CODE that he wrote the book's foreword.

A cum laude graduate of the University of North Texas, Dean presently serves on the Executive Advisory Board for UNT's Department of Marketing and Logistics. The Dallas Business Journal selected Mr. Lindsay as one of D-FW's Rising Stars Under Forty in The Business World Today in their yearly Forty Under 40 list.

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