

Are you a Business Networking Ninja?

- 4 Ways to Effectively Network to Build Business Relationships

By Barb Girson

To Sales / Business Networking Ninjas, networking is a way to utilize tools to reach and infiltrate other professionals, as well as a way to employ business pursuit tactics to generate new business. In this context, business is a fierce match, and Networking Ninjas its players.

Business Networking Ninjas by trade meet multitudes of people. During each said interaction, Ninjas make a habit of sharing what they do, what they have done and what they will do. Business Networking Ninjas know this interaction is done on both the verbal and non-verbal scale. While it is the verbal cues that often move optimistic encounters along, Sales Ninjas give the non-verbal cues that signal "Dismiss" or "next" as soon as one appears uninterested in your product or service. Business Networking Ninjas are ALL about the sale. Sales Networking Ninjas never really get what networking is about.



Polished, professional and goal-oriented as a Ninja may be, the Ninja does however fall short of business perfection. Can you guess why?

Outcome Obsession!

In the process of a Sales Ninja becoming connected to a potential outcome, the Ninja fails to connect to the actual person. Whereas this rarely works at a speed-dating event, this practice will always be regrettable in business. Fast and furious networking leads to futile networking!

So let's get something straight:

If you compared networking to cooking, it's a crock pot—not microwave. The recipe to building strong business relationships is time.

To effectively network to build business relationships:

1. Steer clear of Business Networking Ninjas. They are not concerned with the effort it takes to foster a connection or relationship.

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2. Understand that networking is the process and the purpose is to build mutually beneficial relationships.
3. Relationships develop with repeated conversations and shared experiences. Find those who have mutual interest.
4. Open your mind. People can bring value and meaning to your business in limitless ways... Look beyond the traditional sale. Forgo the pursuit of networking for the immediate outcome and when it occurs, be delighted.

To learn how to handle the 3 most common concerns that women entrepreneurs, small business owners, and sales professionals encounter when networking visit:

<http://www.mysalestactics.com/resources/free-articles/how-to-conquer-the-3-most-common-networking-concerns-pushy-perfection-possibly-no>

To learn the art and science of networking to build relationships and generate leads register for [Network for New Work](#).

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Edited by Robyn Brooke

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About The Author

Barb Girson, International Direct Selling Industry expert, trainer and coach, is a highly interactive, creative speaker & author offering professional skill development programs for workshops, leader retreats, and annual conventions & teleclass sales training programs. Custom programs /Coaching 1:1 available.

Barb Girson helps companies, teams & entrepreneurs gain confidence, get into action, & most importantly... grow sales. To sign up for her next FREE sales training teleclass / join her free email list & get 'Sales Strategies that Stick' ezine, Visit <http://www.MySalesTactics.com> to learn more.

Need a speaker for your next event? Contact Barb Girson: 614.855.0446

Publishing information: 372 words **Keywords:** Business Networking Ninja, Business Networking, Ways to Effectively Network, Build Business Relationships, Sales Networking, Sales Ninjas, networking, generate new business, Outcome Obsession, process of a Sales, failure to connect to customers, building strong business relationships

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