



BUSINESSES BUILDING BUSINESSES NETWORK

Introduction to Networking

We have prepared this packet for members interested in improving how they do business and growing their network through word of mouth marketing. There are three parts to this packet.

Part 1 is to be filled out in duplicate. It will be used to introduce you to the network during your spotlight and will serve as a tool for one-to-one meetings. This resource provides a brief introduction and contains both personal and business details which help establish a business relationship with another person. The key is to be open and honest about yourself and express genuine interest in the person you are meeting. See if you can establish an alliance or if you might share customers. Give a part of yourself at each meeting.

Part 2 will be used to compile a survey of what businesses need and what resources we need to provide. We will make every effort to assist in any way we can. If we cannot provide it within our network, we will either bring someone in or refer you to the right place.

Part 3 is a Log to record one-to-one meetings and an exercise to help you improve your business introduction, keeping it informational and educational. Make several copies for yourself. Use a different introduction and share something different each time you come. Share who you are, what you do and what you need. Some of you change what you offer each month. Remember, your fellow network if used properly will serve as your salesforce and Word of Mouth Advertising.



BUSINESSES BUILDING BUSINESSES
REFERRAL GROUP NETWORK
Personal / Business Biography

Today's Date: _____
Member Name: _____
Referred by: _____
Chamber Member? Yes _____ No _____
If Yes, which chamber are you a member of? _____
Are you affiliated with any other networking group? Yes _____ No _____

Business Information

Business Name: _____
Job Title: _____
Profession Description: (5 words) _____
Location: _____
Business Anniversary: _____
Previous Types of Jobs: _____

Business Goals

List 3 Goals you would like to improve on through networking and training:

1. _____
2. _____
3. _____

Personal Information

Spouse: _____
Children: _____
Pets: _____
Date of Birth: (can leave year off) _____
Business Anniversary: _____

Hobbies

Activities of Interest: _____
City of Residence: _____

Miscellaneous

Something no one knows about me: _____
My key to success: _____
Short-Term Goal: _____

Long-Term Goal: _____

Testimonial(s): _____



BUSINESSES BUILDING BUSINESSES REFERRAL GROUP NETWORK

Survey

Today's Date: _____

Member Name: _____
(optional)

Miscellaneous

Short-Term Goal: _____

Long-Term Goal: _____

Resources Needed

Please check all business needs you have accomplished and could use help with:

	Have	Need	Offer		Have	Need	Offer
Accounting / Bookkeeping	_____	_____	_____	Marketing Brochures	_____	_____	_____
Affiliation Possibilities	_____	_____	_____	Marketing Research	_____	_____	_____
Business Banking	_____	_____	_____	Motivational Skills	_____	_____	_____
Business Card	_____	_____	_____	Personal Coaching	_____	_____	_____
Business Insurance	_____	_____	_____	Presentation Skills	_____	_____	_____
Business Location	_____	_____	_____	Promotional Products	_____	_____	_____
Business Planning	_____	_____	_____	Radio Advertising	_____	_____	_____
Business Relocation	_____	_____	_____	Sales Training	_____	_____	_____
Computer Networking	_____	_____	_____	Televised Advertising	_____	_____	_____
Computer Networking	_____	_____	_____	Time Management	_____	_____	_____
Forms & Printing Needs	_____	_____	_____	Uniforms & Apparel	_____	_____	_____
Human Resource Info.	_____	_____	_____	Website Development	_____	_____	_____
Legal Insight / Assistance	_____	_____	_____	Website Optimization	_____	_____	_____
Logo Development	_____	_____	_____				
Other (not listed here):	_____						

Would you be interested in participating in a business showcase?

Thank you very much for taking time to fill out this survey. Findings will be posted on the B3 Network website. We look forward to the best service we can.



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REFERRAL GROUP NETWORK

Business Contacts

Use this form to write down your last ten customers in the top section. Use the bottom section to list the top three professions that generate leads for your business. The purpose of this form is to provide you with a handy list of potential business to invite to B3 Network as well as provide you with a better idea on what type of referrals you need to be successful. It can also generate further discussion and sharing of customer base.

	Business	Contact	Referral Lead	Good	Average	Bad
				Referral		
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

Top three professions that generate leads for your business:

1	
2	
3	



BUSINESSES BUILDING BUSINESSES

REFERRAL GROUP NETWORK

One to One Planner

	Date / Time	Business / Contact	Location	Phone	E-mail
Week 1					
Week 2					
Week 3					
Week 4					
Week 5					
Week 6					
Week 7					
Week 8					
Week 9					
Week 10					
Week 11					
Week 12					

A one-to-one is a meeting scheduled between two business within a networking group to get to know each other in on a more upfront personal level. The Member Biography is designed to systematically break the ice and build rapport. There are other questions you may also ask which would generate referrals for each other.



BUSINESSES BUILDING BUSINESSES

REFERRAL GROUP NETWORK

60 Second Presentation

(AKA Elevator Speech)

This is your chance to provide the network also known as your salesforce with as much information about you in a short period of time. Be sure to provide information you want your sales force to know about you and **ask for specific needs**, i.e. This week I need a booster club contact for any school sport or dance team. You can use part of this to make a lasting impression for a potential customer.

I help businesses or customers with...

An example of a customer I have worked with....

A great customer for me this week would be ...

I help businesses or customers with...

An example of a customer I have worked with....

A great customer for me this week would be ...

I help businesses or customers with...

An example of a customer I have worked with....

A great customer for me this week would be ...