

INCREASE YOUR BUSINESS THROUGH NETWORKING!

Three Types of Referrals:

1. _____
2. _____
3. _____

Three Levels of Referrals:

1. _____
2. _____
3. _____

Three Principles for Increasing Referrals:

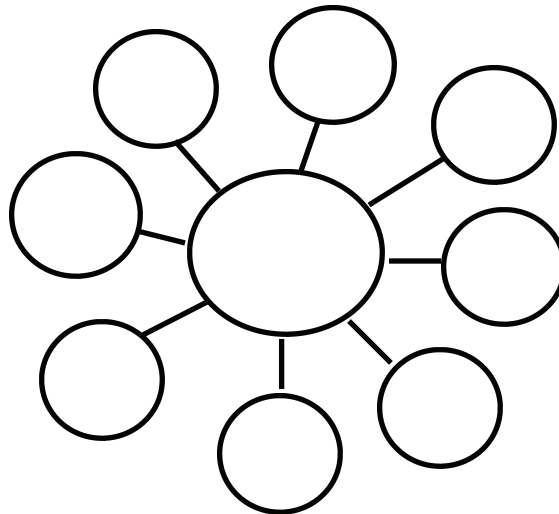
1. _____
2. _____
3. _____

Three Conditions for Referrals:

1. _____
2. _____
3. _____

Attitudes and Skills for Successful Business Networking:

1. Having a _____ is a choice not an outward expression of how you feel.
2. Make _____ a priority.
3. Know your _____ and _____. Build alliances with people who off-set your _____.
4. Build your _____ with business people you trust and who you share a symbiotic relationship.
5. Participate regularly in _____ with those in your contact sphere.



Building a Business Contact Sphere to Generate the Majority of Your Referrals

1. Become the “Hub” and center of influence for a group of people or organizations who understand the value of networking and who will make the most effective use of the strengths of each other.
2. What is your value proposition? _____
3. What is your 30 second introduction? _____
4. Develop your value proposition and give your 30 second introduction at every opportunity you get.
5. Attend events to meet the people you want to work with. Practice the three foot rule.
 - > Chamber of Commerce
 - > Civic & Professional clubs
 - > Non-profit Organizations
 - > Churches or Synagogues
 - > Toastmasters
 - > Sporting events
 - > Reunions
 - > Dinner Clubs
 - > Athletic Clubs
 - > Your children’s events
 - > **BDS Master Mind Groups**
 - > Fraternities and Sororities



Business Development Solutions

Preparing People and Organizations for Greater Success
Wes Holsapple
wes@bdsinstitute.com 601.906.4868 www.bdsinstitute.com

Meeting Response Form
It's Who You Know: Session 1
Greater Jackson Chamber Partnership

PLEASE PRINT

Name: _____ Company: _____ Position: _____ Date: _____

B. Phone: (____) _____ Cell: (____) _____ E-mail: _____

1. Attending this meeting was beneficial and enjoyable for me (check appropriate selection)

Strongly
Agree

Agree

Disagree

Strongly
Disagree

How so? _____

2. How did you hear about us and/or this seminar? _____

3. I am interested in knowing about future seminars in Jackson. Check topics of interest. Yes: ___ No: ___

Conflict Mgt: ___ Customer Service: ___ Goal Setting: ___ Management: ___
Marketing: ___ Public Speaking: ___ Sales Skills: ___ Strategic Planning: ___
Team Building: ___ Time Mgt: ___ More Referrals: ___ Speakers Bureau: ___

4. Please keep me posted on future seminars and events through e-mail Yes: ___ No: ___

5. I am interested in discussing the benefits of a presentation for my company or group Yes: ___ No: ___

6. I am interested in discussing the benefits of professional business coaching for myself Yes: ___ No: ___

COMMENTS: _____

Thank you for your time, interest and participation in this meeting.
Please return this completed form to the seminar leader before leaving.
This form will be used for awarding door prizes.