

Networking – The Contact Factor!



'It's not about what you can do, but who you know.' Our quotation of the month is provocative, however, does hold some truth. As a solo warrior, it is easier to rely on established connections and contacts from a functioning network. Good connections improve the prospect of business success and a successful career. By 'networking' we build and maintain business contacts in order to exchange business contacts with and support each other on a business basis.

Many business networks aim to create the opportunity to socialise on a business level. Networks can be categorised by the following criteria:

- **Access to network:** Closed networks can only be accessed by invitation. (Examples are Rotary or Lions Club.) Open networks can be accessed by anyone who meets the relevant criteria.
- **Sector-relation:** There are sector-related and sector-unrelated networks.
- **Type:** online networks, 'in person' networks and combined online /offline networks offer specific advantages.

Online networks offer the opportunity to get contacts easily and nationwide. Many online networks are free of charge, however offer a premium membership for special functions. www.xing.de is an international online platform with more than 5.7 million members. Additionally, local meetings are offered. Online networks are an effective way to acquire and maintain contacts at minimal expense. Since a personal (face-to-face) contact is not usually practical, a long-term relationship is often possible only to a limited extent.

On the other hand, 'in person' networks offer the chance for personal (face-to-face) contact. For most of them, a membership is required and a membership fee is charged. If you are considering this type of networking solution, you should insist on a test period free of charge.

Golden Rules for Networking

1. Never give more than you take!
2. First give, then take! Don't get impatient when the return doesn't come immediately.
3. Associate on a long-term basis.
4. Thank the people who give you referrals and keep them updated.
5. Don't take advantage at the expense of others.
6. Consider your network to be a valuable resource.

Examples:

Please insert your local/national networks and associations:

- _____
- _____
- BNI (Business Networking Club)
- Alumni associations of universities

Test several networks until you find the one that suits you best and remember that seminars, congresses and symposiums offer opportunities for networking. Private, as well as business relations in sport clubs, social clubs, cultural events and interest groups are good platforms. The right mixture is the secret.

Quotation of the Month:

"It's not about what you can do, but who you know."

Author unknown

BEITRAINING® network came together for the International Management Meeting

From May 28 to June 1 the International Management Meeting took place in the **BEI** Headquarters in Nuremberg, Germany. All **BEITRAINING®** Master Franchisees and all Regional Franchisees were invited to participate in this event.



The Management Meetings, held quarterly, provide an opportunity for the exchange of experiences and ideas within the network.



BEITRAINING
BUSINESS EDUCATION INTERNATIONAL

Kleinreuther Weg 87
90408 Nuremberg
Phone: 0911/20 600-0
Fax: 0911/20 600-14
info@bei-group.com
www.bei-group.com