

Essex Business Network

Bringing Business in Essex Together

Attendance is Crucial!

Weekly networking events are crucial to building relationships with like minded individuals. If you don't attend your chosen group regularly your fellow members wont get the chance to get to know you as well. Each week there is an opportunity to explain something new about your business to your peers, but if you're not there you cant.

The relationships that are formed at Networking groups are built on trust, understanding and regular interaction with group members. These relationships are of paramount importance when it comes to referral. The more someone knows about you, the more information they can give to the potential customer. Thus presenting you in the best light.

There is also the element of Out of sight out of mind to watch out for. Non attendance at a group in some cases means that you are not represented and more importantly neither is your business.

Remember why you are a part of the Network in the first place. To generate new business through new opportunities. If you are not part of that opportunity it is your business that will lose out.

If you are serious about networking and it is a part of your marketing strategy for your business then just like running your business, networking requires a commitment from you just as you expect commitment form others.

Lots of people who leave networking groups say things like:

"It Didn't work for me"

"But its the same people every week"

"I have been there a month and never received a referral"

"There wasn't enough people at the group"

What they always fail to mention is that:

They didn't interact with the group effectively they were just there to see what they could get.

They never brought anyone new to the group.

They never gave any referrals of made anyone at the group feel like a referral was due.

They would only turn up now and again.

These are the people that are not serious about networking and are always the first to criticise them.

Make sure this doesn't apply to you. TURN UP!