

Business Know-How

Interesting vs. Interested



Several weeks ago I attended a networking breakfast where one of my clients, Bob Rash, presented the following exercise. This really takes your networking efforts to the next level. Bob is President of Sound Business Development, business training, strategy, and coaching company in Woodinville, Washington. Bob can be contacted at 425.686.5822 or email at bob@soundbd.net.

Interesting vs. Interested

✓ Why Network?

Networking is a cost effective way of putting your business on the map and expanding it. More people in your network mean more exposure for your products/services. You will also expand your sphere of influence as you connect large numbers of people to your network and have the opportunity to connect to their network. The more you network effectively the more you will become the "Go-to person."

✓ Becoming a Master Networker

To become a Master Networker, you must be passionate about helping people achieve their dreams.

There are two ways to approach networking:

Interesting

I am going to be SO INTERESTING by what I say, how I look, how well I talk about my product or service, and exude so much charisma that people will be so impressed that they will want my product or service NOW and will tell everyone they know about it! I will just

get better and better and better at this and inevitably become rich and successful. Result? You might as well try to win the lottery.

Interested

I will be SO INTERESTED in everyone I talk to, in what they do, in what they need now, in their dream, that I will inevitably create abundance for everyone I meet by connecting them to the people and groups that will contribute to their success. I will get better and better and better at this and inevitably help others become rich and successful. I will not expect anything directly back from anyone I help. But as I am wise enough to see that this path will surely guarantee my business, financial and personal success, I will become fulfilled in all areas of life.

Result: A wide open door of willingness to buy your product or service, or connect you with someone who will.

If you focus on being INTERESTING you will actually be mostly unseen and unheard. If you focus on being INTERESTED and deliver valuable help, the door will swing wide open to being seen and heard.

Ask enough of these questions until you determine, and can tell them: "So your ideal client is..."

- Tell me more about your business?
- What do you enjoy most about your business?
- How did you get into this business?
- How do you get new customers or clients?
- What is your area of responsibility here?
- Who is your target market?

- What geographical area do you cover?
- What are the demographics of your customers?
- What size businesses do you focus on?
- How are you different from other businesses like yours?
- What is the greatest benefit/help you give to your customers?
- What do your customers like best about your product/service?
- What advantage do you give your clients?
- What do people like most about working with you?
- What is an excellent example of someone who has benefited from your product or service?
- Can you give me an example of your ideal client?
- Do you have special offers for your customers/clients?
- How much networking do you do?
- What other networking groups do you belong to?

About the Author

John C. Erdman is a business and personal development expert, professional speaker and a corporate trainer. John has created numerous professional training courses; the most famous is "The C.A.R.E Program", the four tenants that all successful people use consistently in their daily lives (soon to be in book format). He has been quoted or featured in The Seattle Times, The Chicago Tribune, Puget Sound Business Journal, The Woodinville Weekly, numerous newsletters and a Webnair guest on Networking with Dr. Lynda Falkenstein. For more information about John's programs, products and services visit him at idealco@comcast.net.