



## **How Networking Increases Your Sphere of Influence**

People do business with and refer people to people they, know, like, and trust (peer to peer networking.) So our goal when networking is not to sell, but to get more people to know us, like us and trust us.

People like other people who are interested in them. The most important topic to anyone you are speaking to is him or herself. And since they are at the meeting to promote their product or service, then if we help them do that better, they are going to like and trust us more. The following questions are things that you can ask someone at a networking function that will get them to open up to you and tell you about themselves:

- What is your name? Obviously a first question.
- What do you do? Still nothing out of the ordinary.
- Do you travel much? What territory do you work in? Any question about location.
- What do you like most about what you do? Keeps the conversation positive and gives you more insight about the person and his/her company.
- What makes you/your company different from your competition? Let them brag.
- What are some of your accomplishments or things you are proud of?  
Let them brag more.
- How would I know if someone I was talking to would be a good prospect for you?  
This one question can make you more money than any other you can ask.

With this type of information at your fingertips (and it is a good idea to write the information down-possible on the back of a business card,) as you network, eventually you will come across someone who would be a good prospect for that person. The moment you introduce those two people, you become a center of influence in that room. Do this just a couple of times, and the word will spread very quickly about how YOU are the person that everyone needs to know.

What makes this process so successful is the third party endorsement. The person who you help to promote his or her product or service is no longer struggling to find a warm prospect, now they are receiving a third party endorsement from you. That gives that person tremendous credibility to the prospect. You are helping both parties. These people tend to remember this type of help, and they return the favor ten-fold. Eventually, you'll walk into a room, and people you've never met before will begin bringing prospects to you. The key to making this process work is consistency and the ability to catalogue information about people you meet. If you create a system that works for you, you dramatically increase word-of-mouth advertising about your company.