



confessions
of a
networking
junkie

A Practical Guide to Building a
Referral Based Business

by Lorraine Ball





Confessions of a Networking Junkie

Published by:

Roundpeg

1003 East 106th Street

Indianapolis, IN 46280

www.roundpeg.biz

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dedication

To Networking Junkies Everywhere:

*The process, not the end result is often the
most fun!*



Other titles by Lorraine Ball

*If you find Confessions of a Networking
Junkie helpful be sure to check out:*

BusinessMap

*Entrepreneur's Notebook: A Guide to the
Science of Marketing!*

Both titles are available at:

www.roundpeg.biz



Introduction

My name is Lorraine, and I am a networking junkie. I am not worried about my addiction because, I know if used properly, networking is healthy for my business.

However, I have seen many examples of “networking” abuse. Networking addicts show up at events with no planning or forethought, indiscriminately hand out business cards like candy and hope they come home with a sale. In most cases they simply wake up with a networking hangover!

Healthy networking, like all good marketing begins with a plan. This workbook and the companion CD outline a 12- step process to create a plan for your own referral addiction!

This is an interactive process

- Use the white space and notes sections to capture ideas and action plans along the way.
- Practice your opening lines, questions and conversation closers with a friend
- Have fun as you build your networking habit.





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Step 1: - Why Network

Networking is a cost effective strategy to build your business. With a solid base of contacts and referral sources, a true networking junkie can say goodbye to cold calling and scale back on expensive advertising.

Why? Because potential clients introduced through referrals are already favorably predisposed to do business with you. You can spend less time on preliminaries such as introductions and trust building when the call has been *pre-warmed* with a referral. You are more likely to close the sale, and close it faster, because referral clients feel as if they know you.

Customers make decisions with their head and their hearts. The “head” logically compares features, benefits and pricing. The “heart” focuses on how comfortable they feel with you. Will you live up to your promises; deliver the level of service for which they are looking?

Getting to know you through a referral or networking group allows potential customers to answer questions of the “heart”.

At the same time, getting to know potential clients in an informal setting helps you understand what is important to them, preparing you for quality conversations which lead to sales opportunities..



