



The Reluctant Networker's **52 Networking Tips**

Making Connections...
...with Confidence



Clients or Ambassadors?

The next time you go to a networking event, keep the following in mind: As you survey all of the other attendees, would you rather have them as clients or as ambassadors?

If you want clients, get busy cornering each one, probing for needs, overcoming objections, and wrestling them to the ground in order to make the sale.

Advantages: It brings in the money over the short term. As long as new people keep showing up (or you keep moving to new venues) there will always be more sheep to shear.

Disadvantages: It destroys your reputation (unless you like the "snake oil salesman" reputation). You lose the respect of those around you (and yourself, truth be told). You will have no successful long-term relationships since everyone looks like a target to you.

If you want ambassadors, start asking questions and being interested in their needs. Try to find ways to serve them and to bring value to their lives. Make an effort to continue to connect regularly.

Advantages: Mutually beneficial, long-term relationships. Each "ambassador" will be looking for opportunities to connect people to you. It's a heck of a lot more fun than "selling". Over the long-term, the business will be of a higher quality and require less



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effort to service.

Disadvantages: It takes time, patience, and a certain amount of faith that the process will work.

So, when you walk through the door to start engaging your fellow attendees, be sure your actions match up with your desired end results.



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Recommended Resources

The website: <http://www.thereluctantnetworker.com>

The blog: <http://thereluctantnetworker.blogspot.com>

Our workshops: <http://thereluctantnetworker.com/content/workshops-and-training>

Background and Testimonials

Originally a computer programmer, Greg Peters understands the challenges facing every reluctant networker. He also knows, however, that networking is a learnable skill. In 2009 he founded The Reluctant Networker, LLC and has since worked with clients in technology, finance, and sales to help them build networks of powerful connections. He is the author of the blog "The Reluctant Networker" and contributes weekly networking advice to local radio and news outlets. He also presents to larger groups to spread the word that, performed properly, networking is the most powerful way to achieve success and significance in our lives.

"Just wanted to say THANK YOU for being our speaker for our January Grow Your Business Workshop. The time, energy, and effort that you provided was greatly appreciated. We have received some tremendous feedback from those who came (and even those who wish they would have). Thank you for helping us in our efforts to build a strong Downriver community! We would love to have you come back to speak for us again anytime!"



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~ Mark Tremper, Downriver Community Federal Credit Union

“Greg opens doors. By inviting me to a special networking event, Greg enabled me to make a crucial connection leading to a new position. Thank you, Greg! You are a powerful speaker, and an even better networker.”

~ John Arenz, Trust Officer, Wealth Management Group, United Bank & Trust, Ann Arbor, MI

“For a self-proclaimed 'nerd', Greg is a sensational person who happens to have a knack for putting others at ease with their fears and provides a steady approach for networking. I recommend seeking Greg's expertise if you have any hesitation at all regarding networking and speaking in public; his methods have greatly helped me get out of my own way.”

~ Rich Austin, Associate, Sandler Training Center - Ann Arbor