



BMG NZ - Sales & Marketing Tip 4

Get the most out of Business Networking Events

Don't forget to FOLLOW UP

When you meet people at a networking event with whom you would like to begin building a business relationship, it's a good idea to reconnect with them again during the event if there is time. Look for reasons to reconnect. For instance you might meet someone else they would enjoy meeting. You might have an idea for them. Demonstrate that you remember their name. Before you leave the event say good bye to the two or three people with whom you want to stay in contact.

The golden rule of great Networking says "Those who fail to follow up usually fail". Within the next 24 to 36 hours of the networking event follow up with the people you meet. Email or telephone and endeavour to make a follow up meeting where you can start the one on one relationship between your two businesses.

This tip was brought to you by BMG NZ.