



THE TEN COMMANDMENTS OF NETWORKING

A. Before you go: **ATTITUDE, THE THREE RULES OF 12**

1. Have your networking **TOOLS** with you at all times.

NAME TAG, BUSINESS CARDS, NOTE TAKING DEVICE

NO BAGS
NO BROCHURES
NO HUNTING

2. Set a goal for the **NUMBER** of **NEW** people you'll meet.
3. Act like a **HOST**, not a **GUEST**.
4. Listen, and ask three questions:
 - a. Why do you love what you do?
 - b. What sets you apart from your competition?
 - c. Tell me a story of what epitomizes your customer service/satisfaction approach.
5. Give a **VIABLE CONTACT** whenever possible.
6. Describe your **PRODUCTS** or **SERVICES** in 30 seconds or less.

An excellent description needs to include only two things:

1. **WHO YOU CAN HELP.**
2. **HOW YOU CAN HELP.**

FACTS TELL, but STORIES SELL.

7. Exchange **BUSINESS CARDS** with the people you meet.
8. Spend 10 minutes or less with **EACH** person you meet.
9. Write comments on the **BACK** of the business cards you collect.
10. **FOLLOW-UP** with the people you meet.

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