



*Driving Business to  
Peak Performance!*



## Mastering Networking

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### **Sales got you down??**

If there was just one thing you could do to improve your business, what would it be? Some might state, "I need to increase sales." OK! Let's focus on sales for now. What are you doing to generate interest in what you have to offer? What if there's no money in the budget to run a media campaign? You'll need to focus on another resource...time.



You can carve out the time to generate the interest in your business, simply by talking to people, getting involved – Networking!

The more you branch out and become involved within your community professionally, charitably, socially, humanitarially, recreationally, etc., the more people you can reach. Join your local chapter of a professional organization, and subscribe to an industry specific publication. Offer to do a presentation to a local service or professional organization on your area of expertise. Discover what you're passionate about. If it's wellness and fitness, join groups that promote wellness. If it's literacy, lead a program addressing the issue. Solicit others with similar interests to join you in your efforts. All the while you are satisfying several goals: (1) feeling good that you're a part of something that benefits others, (2) making an impact in your community, (3) getting to know others personally and professionally, and (4) sharing and gaining new resources in a reciprocal relationship.

As you are expanding these relationships, share your wealth of knowledge and inquire everything you can about your new contact and their business. In the end, increasing sales – whether it is direct or indirect - through people that have developed relationships with you is more reliable than the shotgun approach.

If you would like some help mastering networking in your company, you may want to partner with an expert. Contact Amy Bergman, at MasterMind Consulting Network to get started: 517-917-5730, or amy@mastermindconsult.net.