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WELCOME

June has been a crazy busy month. Two birthdays and two graduations to celebrate (yes, my son graduated from high school!), moving my daughter to a new apartment, and a huge family bash to honor my parents' 50th wedding anniversary. Not to mention working feverishly on a new business project that's in the works (more on that soon)! Whew! It doesn't seem like the lazy days of summer yet. I'm looking forward to a nice four day weekend in Palm Springs in a couple weeks to recuperate.

This month's article revisits a concept that is near and dear to my heart. The concept of Power Networking. I've been speaking to several organizations on this topic lately and how, once you understand and embrace the concept, you can implement it to grow your business. Since it's been in the forefront of my mind over the last several weeks, I figured it was the perfect time to revisit this concept with my readers, some of whom may not be familiar with it.

Enjoy!

ARTICLES

THE CONCEPT OF POWER NETWORKING

I think we would all agree that building relationships is key to growing your business. Not only is it important in bringing in new business, but it is critical in inspiring loyalty in a current client.

Authors Sandy Vilas and Donna Fisher coined the phrase, "power networking" in their book by the same name. Power networking, they explain, is a process that consists of "gathering, collecting, and distributing information for the mutual benefit of you and the people in your network." I love that definition. The concept of power networking is such that we don't have to feel like we are selling when we're out there interacting with people. It's all about what we can do for others, rather than what others can do for us. Included in this concept is the idea of giving while expecting nothing in return. No strings attached! In other words, if you meet someone at an event, rather than trying to "sell" to that person, try instead to really listen to what's going on and see if there is someone in your network who would be beneficial for this new person to meet. The good deed you do by putting these people together will come back ten-fold.

One of the great benefits of power networking is that once the paradigm has shifted, and you truly embrace the power networking mindset, doing things such as "working a room" are no longer the dreaded ordeals they once were.

Consider how wonderful it would be to actually enjoy attending a networking event. If you are a power networker you will look forward to such events because you are there to put people together for their mutual benefit. You can do this by putting one person at the event together with another in the room, or by putting a person who is not in the room together with a person who is in the room.

You will also attend the event with the mindset that you are a host, not a guest. If you feel like a host, you will want to make your guests comfortable. Don't discuss the weather, instead ask something like, "Is this your first time at this conference?" or "Have you heard this keynote speaker before?" The idea is to find common ground that will lead to further conversation, which will begin building the relationship!

Do you see the value in the power-networking concept? it is indeed a way of thinking that is light years ahead of the old paradigm of interacting with others for the sole purpose of selling them something. Power networking is more than a way of doing business; it's a lifestyle for success. Helping others, sharing resources and distributing information without expecting anything in return may not seem natural or comfortable to you at first, but it WILL pay huge dividends over time. Give it a try!

NEWS & ANNOUNCEMENTS

Assessments. Assessments can be powerful tools for individuals and organizations alike to reach their true potential. Rainmaker Strategies offers the following assessments:

DiSC Personality Profile - The DiSC Assessment indicates one's personal communication and behavioral style. It identifies strengths and challenges and makes clear recommendations for increasing overall effectiveness and ability to communicate with others.

Time Mastery - The Time Mastery Profile provides an assessment of one's current time management effectiveness and clearly pinpoints the specific actions that will most profoundly impact productivity and effectiveness.

360 Feedback – 360 Feedback is a method and a tool that provides each employee the opportunity to receive performance feedback from his or her supervisor, peers, direct reports, and customers in addition to the employee's self assessment. A development plan can be created from the results, allowing the participant a clear path to leverage strengths and develop areas of opportunity.

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subtleties of converting a prospect into a paying client without coming off like a salesperson.

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