

Business Networking: 5 Questions to Leave a Lasting Impression

Monday conf call 6/13/11

Last BP to win the incentive

**Tuesday Night Live: Dr. Rob Sinnott – 7:30 PM CST, Mannatech Corp
Offices or www.mannatechlive.com**

**Last BP to receive a free PhytoBurst when you renew, upgrade or
signup as an All Star**

1. Social Capital: Your most important asset
 - a. It is the international currency of networking especially business networking.
 - b. It is accumulated by providing help, advice, information, referrals and other benefits to fellow networkers, *with no thought of quid pro quo*.
 - c. History: with small communities, it happened naturally. Today, what fills the vacuum?

2. What to say once you are face to face with a new contact at a networking event?
 - a. Asking Standout Questions
 - b. Contrary to popular belief, it takes more than an elevator pitch and a business card.
Successful marketing is about cultivating and maintaining strong relationships, and the courting begins the first time you meet a potential business builder.
 - c. How to bore people: talk about yourself.
 - d. Your goal is to make yourself memorable *without talking about yourself*. Sounds paradoxical...so how do you do it?
ASK STANDOUT QUESTIONS!

3. Here are FIVE standout questions:
 1. *What do you like best about what you do?*
Why this question and NOT "What do you do?"
Tap into positive emotion, likes and dislikes, professional experience, and so forth. Eventually, they will run out of things to say and will naturally want to ask you. BE READY.
 2. *You mentioned that you were in (industry). What got you started*

in that direction?

This question is much like previous one...gives the chance to talk about his goals and desires and to look favorably upon the asker. Also, insight is gained on their dedication and proficiency. Prior experience will give you ways you might refer people to him for specialized products or services.

3. *Where else do you usually network?*

This question helps break the ice during the sometimes awkward periods just after intros, but also allows the chance to talk about something common to both parties.

It also provides the opportunity to make an instant connection by giving the other person new info on a topic relevant to them.

4. *What are some of your biggest challenges?*

Use this toward the end of your conversation. Allows you to learn about the person's passion and motivation for being in his specific business...as well as the unique contribution he is making.

5. *How can I help you?*

Once you decide this is a person you would like to have in your business, this is the perfect question to ask. GIVERS GAIN...this question should come naturally because you have the mindset of giving value and service to others without any thought of immediate return.

4. Everyone has a story.
 - a. Your job is to find out what it is.
 - b. Asking the right questions is about earning trust and gaining rapport with your new contact. It is about getting the other person to feel comfortable telling you about his business without competing with you.
 - c. Increasing social capital is done by developing solid relationships with future referral partners who will be more than happy to reciprocate any time a referral comes their way.