



Running a Profitable Business: Increasing Sales through Networking

This information was presented by Alice Heiman during the McLean International Next Level Leadership Teleseminar on November 29, 2011. For more information about upcoming teleseminars visit *Upcoming Events* at www.McLeanInternational.com.

Tips on Increasing Sales through Networking

by Alice Heiman, President of **Alice Heiman, LLC**, recognized as the expert on increasing sales through networking:

1. Research and select the event
 - ▲ Plan to attend 3-6 meetings for each group. Analyze the effectiveness and determine your involvement after that.
2. Be properly prepared before the event. Be ready with your:
 - ▲ Elevator Speech
 - ▲ Business Cards
 - ▲ Follow-up plan
 - ▲ Schedule time on your calendar to follow up within 3 days.
 - ▲ Draft a follow up message.
 - ▲ Have your email/note cards prepared.
3. Plan to meet 3-5 new people (don't try to meet everybody). Focus on...
 - ▲ People you can do business with.
 - ▲ People you can collaborate with.
 - ▲ Referral sources for people you will refer business to or they could refer business to you:
 - ▲ Invite them to events, coffee, or lunch
 - ▲ Connect with them on Facebook, LinkedIn, Twitter
4. Plan to attend 3-4 events per month
 - ▲ Plan your budget for the year including membership, meeting fees, preparation time, traveling, meeting time and follow up time.

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