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Hi

This short newsletter is aimed primarily at accountants and tax advisers who have ambitious hopes and plans for their business activities. If you don't fit that criteria please forward this to someone you know who might appreciate it.

What's your attitude to networking in a business context?

Before I share some of my observations and tips I'd value your input to a short survey I'm running here:

<http://tinyurl.com/rb4gs>

The survey will only take a couple of minutes and you can complete it anonymously if you would prefer. Alternatively if you provide your contact details you will be entered in a draw to win a free half day of my time. The winner gets to choose whether we spend that time working on:

- Taking the work out of networking;
- How to win more competitive tenders;
- How to avoid professional negligence claims;
- How to enhance the skills of a key person in the firm; or
- Any other issues on which you would like my input and where I can provide value.

You can check out the sort of things I could do to help you on the '[your goals](#)' page of my [website](#).

I'll publish the winner's name in a future issue of this newsletter.

Towards the end of every training course I run on this subject I normally expand on the following acronym that neatly sums up 5 things you should A.V.O.I.D doing when you're at a business networking event. So make sure you **AVOID**:

A = Asking for work – unless you already know the person you are speaking to as you first need to build some trust;

V = Visually scanning the room – you need to appear interested in the person you're speaking with or they won't be interested in you either;

O = Outstaying your welcome – especially true if the person you're with knows more people than you do;

I = Ignoring answers – be more interested in listening than in talking if you're serious about building a relationship and generating referrals;

D = Defeating the purpose – by failing to follow up. It will make all the difference.



Why did I choose 'Networking' as a key topic for my consultancy activities?

Because I believe that many ambitious professionals either consider 'Networking' to be hard work or else they avoid it because it makes them uncomfortable. What this means is that they either miss opportunities or waste their time when attending business networking events.

Over the years I have researched and collated much information on the subject of networking. By all accounts it is something I do successfully. I have also mentored colleagues in a number of professional service firms to help them and the firm to gain more benefit from their networking activity.

Many authors and speakers on 'Networking' seem to focus on what to do at events that are publicised as being specifically arranged to permit small businesses to network with each other. My approach is more focused on helping ambitious professionals to network effectively in a business context.

You'll find an outline of my talk "Net...ing - Taking the WORK out of Networking" [here](#).

Final thought

Please forward this to at least 3 colleagues and friends because they might find it of interest and because I'm keen to increase the circulation of my newsletters.

Many thanks

Regards

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Helping ambitious professionals achieve key business goals

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