

Great Networkers

ARE MADE, NOT BORN

WiRE Network House Rules

GENEROSITY - networking is more give than take, if we can't help, we find somebody who can; we search for solutions and advise readily. We take word of mouth marketing seriously, recommending and promoting others - good business is good for everybody

RESPECT - integrity and authenticity are everything in networking. Everybody is important, everybody has something to say, everybody should feel welcome. We have a zero tolerance policy on spamming or making disagreements public. We expect people to turn up if they say they will and follow up on promises - we treat people as we expect to be treated ourselves

OVERENTHUSIASM - we think a hard sell hampers the chances of a long term relationship; you love your product or service but others are free to make their own decision in their own time. Great WiRE networkers concentrate on their skills, experiences and motivations; they know the sale comes later (much later when the customer knows and trusts you)



WORK - your network, cherish it, nourish it, and attend regularly - networking is for life. What you get out of it depends a lot on what you put in, so don't ask what your network can do for you, ask what you can do for your network. Put your hand up and get involved it will boost your confidence, your profile and your customers

LISTEN - we have two ears and one mouth, we use them in that proportion. Taking time to understand the person, their business and their needs and to build a genuine relationship, not just a sales lead. We talk with people not at them, we share our passion and celebrate the success of others

Networking is an enrichment program, not an entitlement program."

Susan RoAne