

# Eight Key Reasons Why You Should Network



Networkers highly value its importance for business people. Investing your time in building and developing long-term relationships won't necessarily translate into immediate profits, but it will build strong businesses in the medium-to-long-term and provide many other additional benefits. Long term success certainly does not happen overnight.

How powerful is the statement: "I know someone who can ..." when someone says it to you?

If you want it to be you that everyone knows, thinks of and recommends, you have to be a good networker and be comfortable building relationships.

Here are the **EIGHT KEY REASONS** to network:

- 1 REASON**  
**Generating More Word of Mouth Referrals**  
Networking is a great way to find the best referral sources and to build value-for-money relationships. Whatever sort of referral partner you are looking for, whether it is an accountant, lawyer, recruiter, web designer, or insurance broker you will come across them all in your networks. Finding referral partners that network often provides opportunities for two-way business.
- 2 REASON**  
**Learning How to Talk So Others Will Listen**  
Become more effective on how to talk and market yourself and your business is vital for generating more word of mouth referrals. At first it can be very hard but practice and familiarity soon makes it second nature. We have seen some people transform from shy beginners to confident crowd-players as their experience builds.
- 3 REASON**  
**Focus on Building a Network**  
This is the essential reason for networking. The more people you know who know what you do the more recommendations you will get. Successful businesses are built around and from others who know, like and trust you.
- 4 REASON**  
**Understanding Market Opportunities**  
Networking is a great way to broaden your thinking and to find new ideas to find potential clients or see different target markets that you hadn't thought of. People you meet networking often can help you to identify new market opportunities you might not have thought of. Some people you meet may offer synergies with what you do.



**5**

REASON

**Encouraging Mentors**

Networking helps you to find people with lots of business experience who are often very willing to share their knowledge with you. Successful business people are usually generous with advice particularly with people who are open to listening.

**6**

REASON

**Finding Inspiration**

Entrepreneurs share a common energy. Mixing with people who have to rely on their own resources to survive and who have to think outside the square to get the edge on their competitors is always an inspiration. Meeting business people who have the same difficulties but are willing to share their solutions is a great encouragement.

**7**

REASON

**Getting New Ideas and Innovations**

Meeting other business people and talking about business is a fantastic way of learning new ways to do business. Every business is different and all business people have their own ideas. Finding out how people in other industries, other markets or with different products get business helps you to generate new ideas and perhaps adapt other people's innovations to your own business.

**8**

REASON

**Making New Friends and Strategic Business Partners**

Although we focus on business, networking can also bring you wonderful new friends. It can't fail to! You share your ideas, your goodwill and your enthusiasm for business with like-minded people. Strong friendships combined with strong business alliances are very powerful forces in building your network.

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DON'T JUST WORK IN  
—YOUR BUSINESS,—  
WORK ON YOUR  
**BUSINESS.**