



Trudy Belanco

### Question .....

## What is the true value of Networking?

### Answer .....

*Business networking* is a marketing method that potentially creates business opportunities using networks of like-minded people.

It is the process of establishing a mutually beneficial relationship with other business people and potential clients.

The most important skill for effective business networking is listening. Focusing on how you can help the person you are listening to, rather than on how he or she can help you is the 1st step to establishing a mutually beneficial relationship. Remember that networking is about helping others; it's a lifestyle, it's reciprocal. It's the way the business world works—always has—always will.

The next time you're headed to a networking event, remember that in the end you have earned the right, privilege and honour to be able to meet with these people—it is always an opportunity to build relationships—not a license to sell yourself. Always remember that **people do business with people they know, like and trust—let that be you. *BL***