

Hello! Thank you for watching my interview and downloading my worksheet.

Step 1: Decide what your goals are for the next 12 months.

This is a commonplace question, nothing new here, it can be a title you want (ie. Director), a number of customers you want to help, an amount of money you want to make.

Step 2: Decide what it will take to get there and divide by 12 to get your monthly goal.

Most successful corporations have a marketing department. It makes sense that a group of people can have a greater impact on sales than just one person. So, I don't want you to take on that goal by yourself. The question I want to ask you is how large of a sales force do you want?

Step 3: How many referral partners will you need to accomplish your goal?

Step 4: Go to networking events, or any event where you can talk to someone who has business goals.

Step 5: Have a successful one on one appointment – create a referral partner.

In a successful one on one appointment you give a brief (2 minutes or less) description of your business. Then you ask about their business, who a great referral partner for this person might be. Take notes, I even recommend a book used exclusively for notes from these type of meetings. As you meet more and more people, it will be hard to hold all the information in your head. During this meeting, think of who you know you could introduce to this person as a potential customer or referral partner. When the meeting ends, you're not done!

You need to send a follow up email:

Best – You send an email where you copy someone you know who will be a good referral partner or perspective customer for this person. Say thank you for your recent meeting, tell them a little about the person copied on the email. Let the other person know why they were copied on the email. I call this a virtual introduction/warm lead.

Acceptable – You send an email or hand written card thanking the person for their time and that you will be on the lookout for whoever they said was a good referral partner for them.

This is the formula for building your sales force, because most people will naturally reciprocate the gesture. You become part of a great referral engine where everyone benefits.

LAST BUT NOT LEAST....

Go to www.1099LadiesNetworking.com and sign up for the newsletter, look for a chapter whose location/time works for you and attend! **Consider yourself invited!**