



“Blueprint for Successful Networking”

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Short Description of the Presentation:

Building relationships with other high quality contractors in other trades promotes your services and increases your credibility. Networking partners do not need to be resold again and again, and your network of partners establishes your company as a “professional” throughout your area. By the way, did I mention that the networking process increases your sales and profits!

Key Points:

There are over 40+ trades in which you could possibly network. To establish a smooth running networking process requires a “system.”

Preparation and Organization

Which trades do you want to network with? Ask yourself these questions.

1. Who will reveal the need for your services
2. Who will create the need for your service (i.e., remodeling creates dust, thus, a need for duct cleaning.)
3. Who will compliment your business

Create a master prospect list of 70-80 companies from the Yellow Pages, Chamber or Angie’s List, etc.

Create a way to manage contacts. You will need a “process” to follow and a software program to handle the “process”.

Marketing Tools

- Short business biography of your company (what you do and who you work for)
- Unique Service Proposition (picture of your process) – Show features of your service that are different than others (tarp in driveway, safety, corner guards, photo ID, etc.)
- Tech pack – Develop specific literature for your partners to give to their customers.

Establishing Relationships

- When are the best times to call potential partners (best days of weeks and times of day to call)
- Commit to a schedule to call each day. Call 20-30 minutes per day, talk to 2-3 contacts each day.
- Steps for creating new partner relationships:
 1. Mail short letter and bio to company
 2. Call three days later to be sure it arrived
 3. Send full second letter describing the proposed partnership relationship
 4. Call back and request a time to “talk”
- Decide on a Reward program. What is the reward and how is it earned?

Three simple strategies for building trust with your partner:

1. Use phone to contact each other – call when a referral is created.
2. Always protect your partner’s integrity. Take care of their customers.
3. Regular follow up and contact (i.e., thank you letter or card)