**Networking Benefits**

Business networking should focus the attention on growing your organization and developing two-way dialogues that have benefits to all parties involved. When you network you give and receive. Here are a few benefits of networking:

1. **Information sharing**– The depth of knowledge and experience from a group of people can be staggering. Networking will provide many opportunities to ask questions and receive feedback. Learning from other’s “best practices” saves time, energy and resources.

2. **Connections**– When opportunity “knocks” you want to be in a position to take advantage of it. Many times there is a need for information-sharing, joint ventures, partnerships, and even needs for services. Having a wide network of individuals to contact may be the difference in seizing the moment or missing it completely.

3. **Promotion**– Whether promoting yourself or your organization, having a large network may assist you in promoting a new product launch, or driving new members to your organization. “Word of mouth” is still one of the best forms of advertising. Spreading good information about you or your organization may provide leads for organization growth.

4. **Credibility**– Improving your reputation and finding support are also benefits of networking. If you are successful at networking, you might get a reputation for being a person people will want to talk to and get to know. You may have valuable information, ideas, and resources those in your network may need. Establishing your desire to assist a colleague increases your credibility.

**Networking Opportunities**

Opportunities for potential networking venues and partners may be found by:

Attending Chambers of Commerce meetings, as well as Business Leads Groups, Industry Groups, etc.

Hosting your own networking event (i.e. Business After-Hours, Open House, etc.).

Looking in your local area for networking events that are open to the public.

Attending industry related events at the local, state, regional, or national levels. Face-to-face networking has many advantages, but don’t forget about social networks. *They offer advantages as well.*

**Outside Sales Opportunities**

Opens up more opportunities when you can take the appointment to the Customer, as opposed to over the phone. Better chance of getting their full attention.

Utilize the Golden hours of business 10:00 am to 3:00pm. Depending on the business, more likelihood of getting an appointment.

Able to Cross Sell CRM, SEO and Website Design to smaller business with no web presence.

**As I mentioned before, use each of our Individual Strengths. I am comfortable in an Outside/ Inside Role. If Sam and Brian are more comfortable Inside, you are getting a complete Team. I will see what their thoughts are.**

**Potential Cost Effective Events Include:**

Breakfast or Lunch Leads groups (no fee required).

Chamber Events (fee depends on Chamber of Commerce).

Linked In based Groups (no fee, except cost of meal).

Organizations such as Meet Up, LinkedIn Groups, offer us the opportunity to grow our Brand, with minimal funds needed. Most (fee based) Groups will allow you a couple of visits before you have to commit. By that point, you have already made some **Connections.**

**I could see Myself, Sam and Brian attending events of interest, maybe a couple per week, with minimal Interruption to the work day. I will speak with both of them to peak their interest.**

**Potential Plan**

Each Sales Rep needs to utilize their Calendar for Sales Times, Inside and Outside.

If a Rep is going to be Outside, make sure their schedule dictates this, and we have coverage Inside.

Determine which markets you will Target for both Inside/ Outside. Focus on Target and Geography Relative to home office (i.e. if you have an appointment in Lake Mary, prospect in Lake Mary and immediate area).

Dress accordingly. If we are Outside for prospecting or sales appointments, we need to wear slacks and a dress or polo shirt. No Jeans.

A mix of Inside/Outside is key. If we meet someone while out prospecting, networking, etc. we follow up with them in the office.

We use ourselves, Brochures, any leave behind literature as a way of Marketing Virtual Stacks Systems and Eznet CRM on a local level. From here we grow outside of Central Florida and Beyond.

Keep Solutions to Core products CRM, SEO, Web Design, and Virtual Servers (Infrastructure), There is a lot of Cross Sell opportunity within these Core solutions.