

## Are you a salesman or a networker?

**In the sales process the goal of the interaction between two people is to achieve the sale of a product or service.**

Networking, is the consequence of a contact that is built over time with respect and care.

### Hard Sellers Who Network...

- 1 Are focused on the short term
- 2 Try to detect a need that can be satisfied by their product or service
- 3 Only give when they have an immediate profit
- 4 Listen in order to get the deal
- 5 Ask questions in order to be able to position their product or service better
- 6 Find people interesting only if they are a potential customer
- 7 Want to collect and distribute as many business cards as possible
- 8 Talk often only about their product or service without listening to others
- 9 Try to bring the attention to their product or service.
- 10 The goal is the sale. People are a means, a resource (sometimes even a necessary evil) to reach that goal.

### Real Networkers...

- 1 Are focused on the long term
- 2 Share any information that can be interesting for the other party
- 3 Give without expecting something back (and in the long run this usually pays off better too)
- 4 Listen to help
- 5 Ask questions to be able to be better of assistance
- 6 Find everybody interesting as a contact. You can never be certain of who they know and what they know.
- 7 Ask and give business cards to people with whom they really made contact.
- 8 See to it that others always talk more than they do, listen carefully to them and encourage them to tell more.
- 9 Recommend products or services of people in their network (and only if they are relevant for the people they talk to)
- 10 The goal is to establish and maintain contacts. One of the possible consequences is a sale.

**If you would like help to market, promote and grow your business then call me today and request a FREE one hours meeting.**

12 Rammel Mews  
Frythe Way  
Cranbrook  
Kent TN17 3BQ

tel 01580 715518  
fax 01580 715818  
malcolm@elsmore.co.uk  
elsmore.co.uk

trading as  
registered in

Elsmore Creative Marketing Limited  
England no. 4647670