



Business Development Success - 10 Strategies for Continued Growth

By Sharan Tash

1 – **Give, give and give – unconditionally.**

Strategic relationship networking and business success always begins with giving. You must be willing to help other people and be willing to share your database of quality referral sources, not only to help the people you meet, but to help your own database of referral sources obtain more business.

2 – **Listen to each person to find their unique attributes.**

Actively listening to someone takes a lot of concentration and energy. Each person has their own story and great connectors listen for those stories and remember them.

3 – **Ask questions that clarify information that is being presented.**

When you are communicating with someone, it is important to not only hear the words, but watch to be sure the body language is matching their spoken word. If you are unclear about something, or their body language does not match, ask questions to probe deeper and get the true meaning of their words.

4 – **Protect yourself from takers**

As you listen to that little voice in your head, or in your stomach, you will begin to recognize the givers and the takers. The takers will zap the energy out of you, and only be there for themselves. They are not there to help you nor to build a relationship with you. Stay away!

5 – **Find your niche market and promote it.**

I know an architect by the name of [Chris Turley](#). Chris could have told me that he works with anyone who would like to expand their home, or anyone that is looking to build a new home. But Chris found his niche and always tells people that he is looking for clients that are difficult to work with. He has the ability to find out what they want and satisfy them. What is your niche? It cannot be “anyone who” or “everyone that needs”. Be specific and promote it to everyone.

6 – **Surround yourself with like minded professionals**

I have learned over the years that great connectors and referral sources refer other great connectors and referral sources. If you want the reputation for being a strategic connector, only refer people that YOU have done business with, someone in your trusted group of referrals have used, or someone you have heard about from a good referral source. Your reputation depends on good referrals that stick!

7 – **Don't attend if you have to pretend**

Many of us have had days when we just don't want to go to another event. Maybe it was a hard day at work, or you have your mind on other matters. Don't attend an event unless you are willing to leave

your problems at the door and enjoy meeting new people. Good connectors can tell when your heart isn't in it. You could be doing more harm than good.

8 – Hand someone your business card after they have handed you theirs.

We have all seen the taker that deals their business cards like a deck of playing cards. When you meet someone, ask for their business card so you can make a connection with your eyes to your brain on their name. Make comments about their business card to increase the likelihood of remembering their name. As you listen to them and ask questions you will know if you want to meet with them outside the event. If a connection is made, they will ask for your card. If they are a taker, they usually will not.

9 – Set attainable goals before attending events.

Think about the event you are attending. You should only be attending events that have strategic partners, potential referral sources, or your target market in attendance. Set a goal to meet at least 3 new people that you will meet outside of the event within a week. If there is a specific person you want to meet, make it your goal to meet them.

10 – Follow-up and follow-through on all promises.

You get back to the office after the event and you empty your purse or your jacket with all the business cards. If you made a promise to someone to send them a referral source, or to make a connection –

you MUST follow through on your promise ASAP. If you made a promise to contact someone for a follow-up one-on-one meeting, you MUST follow-up with them within the specified time by the specified means. It is your reputation on the line.

To learn more about the art of Boomerang Business Development, [Boomerang Networking](#)[™] and [Boomerang Sales](#) and to develop the skills of listening, asking questions and giving, contact Sharan Tash at [The Professional Networker](#) or email Sharan@SharanTash.com.

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