



## Networking/Sales Overload – 7 Symptoms

By Sharan Tash

Have you experienced any of the following symptoms?

- Trying to find yet another excuse not to attend a networking or business event
- Not caring what you look like when you attend events
- Overwhelmed by the number of business cards that are sitting on your desk
- Day after day of meetings with no prospect of business
- Difficulty listening to the people you meet
- Inability to remember what anyone says at meetings
- A feeling of dread that you have to go to another event

These are only a few of the symptoms I have faced in the past and many of us have faced before we have developed a system and a mindset for strategic networking and connecting otherwise known as Boomerang Networking™.

Networking has developed a negative connotation over the years. When we think of networking we think about the person that stands at the door handing out their business card to everyone without making a connection. We think about the person that we meet that wants to sell us something without making a connection. We think about the person that is standing with the plate of food and the drink oblivious to making a connection. We think about the person that talks about their products and their business

without making a connection. We think about the person that never asks us a question.

The symptoms above can all be worked on when you have a system in place and the right frame of mind. When the system works, and you look at networking and business events as opportunities to help others:

- You won't need an excuse not to attend. You will be anxious to meet new people
- You know that first impressions are so important
- The business cards you receive at events are ONLY from people you will follow-up with. The number is manageable and your system works
- Your business will grow because you have developed relationships and people like to do business with people they know, like and trust
- You will want to listen to people you meet because you want to help them
- You will have a system to write down important information you obtain at meetings and enter them into your CRM program
- You will look forward to meeting new people, because new people mean new referrals for your database and possibly a new referral source and eventually new business

To learn more about the art of Boomerang Business Development, [Boomerang Networking](#)<sup>™</sup> 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](mailto:Sharan@SharanTash.com).

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