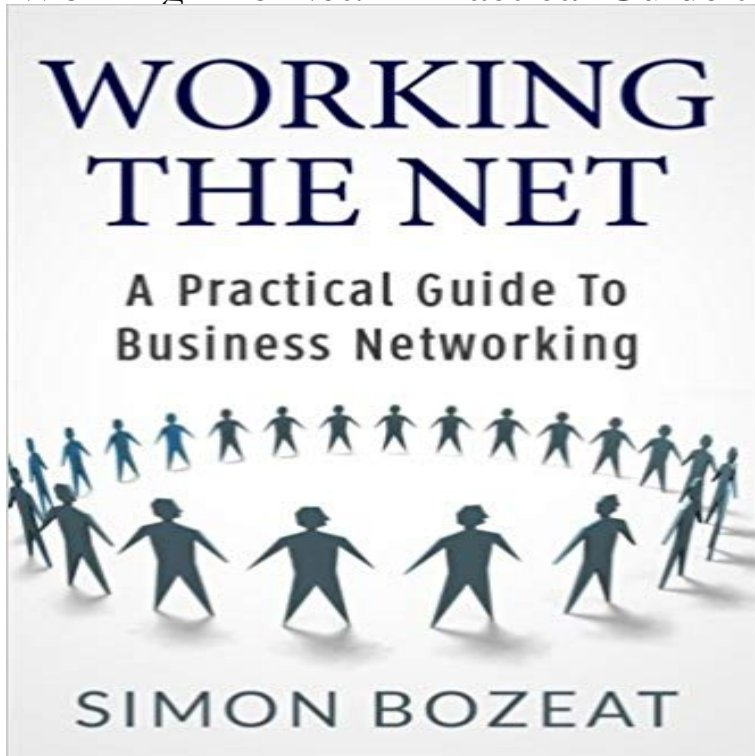


## Working The Net: A Practical Guide to Business Networking



Amazon's Best Business Networking How To Book Based on a research program spanning several years, each chapter in this book has stories, how-tos, how-not-tos, techniques and age-old secrets of people who have built an exceptional business to business network of talented, influential and powerful people to help them to the top of their chosen profession. In this book you will discover: What business networking is really all about (Hint: its NOT going to endless business clubs) The 5 common mistakes made in business networking that turn people OFF from helping you The 3 things you absolutely MUST do with business networking that will put you ahead of the pack 3 ways to motivate people to become advocates that actually feel obliged to sell for you! How to prepare for a formal or informal networking event and what to take with you 5 essential skills to work a room and make sure you spend time with the right people Discover how to strike up a conversation with someone you have never met The three types of business network you need that will increase your effectiveness How to become a Revenue Enhancer or rainmaker - Turn those relationships into hard cash Sharpen up the most important networking skill - Find out what it is and why 90% don't have it Why you should buy this book. Anyone who sells anything will tell you the most powerful and cheapest form of advertising is word-of-mouth. Having a good business network is the key to building an extension of your sales team. You will have an ever-increasing population of colleagues who almost feel duty bound to exalt the virtues of you to the people they meet. In fact we guarantee that if you choose to learn and act on the principles outlined in this book you will improve your ability to network and therefore your career. The research that this book is based on is also available on Amazon - check out Making It Rain by

Simon Bozeat About The Author - Simon Bozeat A graduate from Nottingham University he first worked for The Ford Motor Company and later in training and personal development holding senior positions in Lloyds, Siemens and GEC. Simon became an expert in Behaviour Analysis He also learned NLP via Tony Robbins. In 1997 Simon launched his own business and his first major client was Rolls-Royce Aerospace based in Derby. In the new millenium Simon turned his attention to specialised business networking training for the professional services sector. In 2008 he spotted a gap in the market for high profile business clubs. The Ashby Business Club launched in 2008 followed by The Midlands Leadership Experience in 2010. In 2012 he launched a highly acclaimed online video training course called How to Build a Profitable Business Network available at [simonbozeat.com](http://simonbozeat.com) and in the same year he became a triathlete. Try it! Look Inside top left.

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