

## Networking - Performing A Dance Card

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Once you have a business card from someone you'd like to do business with, go ahead and do a 'dance card' with them. In other words 'go fishing' to see if you want to or can do business with them.

*And this is how you do an effective dance card that works every time for me!*

Contact the person on the business card and immediately identify yourself telling them how you came by their business card. This throws them off you and towards the function you both attended or where they had placed their business card.

Now, everyone likes to talk about themselves and their business. So ask them to share 20 minutes of their time over a cup of coffee, for **THEM** to tell you all about their business and what it does.

But, before meeting them, prepare 3 questions which you can introduce into the conversation which will show you where you'll fit. You're looking for a problem which you know your product can solve.

Now, when you meet, do not talk about yourself or your business at any stage, this is not easy to do because you may be able to help immediately. Resist the temptation, thank the prospect for his/her time and leave.

Then, within 72 hours depending on the urgency of the problem, call them back and revert to the problem they are having with an indication that you may have a solution for them. Immediately, they'll warm to you because they'll see how you care about them – the relationship has begun!

Ask them for a further meeting and it's in this meeting you isolate the problem and do your sales pitch. Then, don't forget to ask for the order!

And, if you can't solve the problem but you know someone who can, pass this information on. You'll never be forgotten for doing this!

... and that's how you perform an effective dance card!