



# SUPERTRAC

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## Expanding Your Network

Your Network is a key business tool, just as your Balance Sheet & P&L are. Having a strong business network can be the difference between success & failure.

Your network may be the key point of difference between a new business & an established one, where valuable relationships have developed over time.

This business tool needs to be used properly. Rather than relying on building a chance network, your network should be structured & targeted. As with all successful activities, planning is essential.

### Outline of a plan

- Identify categories of organisations you want to deal with
- Identify organisations you should contact within each category
- Identify key players to contact within each organisation
- Identify people who you may be able to assist & what you can offer them
- List the people & organisations with whom you wish to form a relationship
- Expand your network of gold-plated business contacts – those who can report on a potential network participant's personality, reliability, business connections & ability to deliver.
- Be a gold-plated network contact for others
- Expand your network in the target areas
- Treat each encounter as a possible addition to your network

Concepts from a "Beyond Yes" ISBN 0-7322-5924-X

***Supertrac relies almost entirely on referrals to new clients. New clients are constantly sought as the sale of a particular business is not generally an annual event!***

#### National Marketing Office

ask@supertrac.com T 1800 700 111 F 1800 700 222

PO Box 5403, Maroochydore Q 4558

Supertrac Pty Ltd - ABN 19 080 853 694 - AFSL 340753

SUPERTRAC.COM