



Connection Pros

In many of my programs, I ask the following question: How many of you have ever introduced yourself to people at a networking event and their response to you is, "OH MY GOSH, I HAVE TO DO BUSINESS WITH YOU. HERE'S MY CHECK!!" The normal response I get is that very few people have ever had this happen. I always joke and say that if they have, please tell me where so I can go to that event, too.

Of the people that do sometimes drum up business just by introducing themselves, it's typically product based businesses, not service oriented businesses. The reason for this is that many of these products have a tendency of being somewhat unique. I have seen custom made popcorn tins, decorative cane covers, delicious brownies, and so much more. If product based business owners only realized the potential profits to be made just by going out to meet and connect with others, you would start seeing dozens more of them at every networking event.

One person who has seen the benefits of networking a product based business and always attends many Phoenix Chamber events is Don Storrs of 1-800-FLOWERS. If you asked Don, I'm sure he'd tell you of the many times that he was creating connections with others and it has turned into instant business for him.

"When you are in business in a service industry, it is important that you get to know people to increase your business, but from my viewpoint, it is even more important when you are in business dealing with a product. I have two retail locations, and one of our main goals is to network as much as we can to build relationships with others. The flower business is a unique business. We primarily deal with people's emotions from birth to death, and people want to deal with people they know. This has been one of the keys to our success to creating new business for us. As a result of this networking, we have gotten orders for weddings, business luncheons, convention events, but most of all we have been able to build new relationships with new customers."

Don is a perfect example of why people who have a product based businesses should be attending as many networking functions as possible. If they take the time to create REAL connections with other people, they will be pleasantly surprised by the amount of additional business they will bring in. See you next month.