



Connection Pros

Have you ever wondered where it's written that people can only talk about business at a networking function? Think about it. You go to an evening networking mixer after a tough day in the trenches. You meet a group of people and find that everyone is still talking about business. How are you supposed to connect with these people if all you know about them is their product or service? YOU CAN'T!

So, what can you do to connect to these people? You can change the subject of their conversation. Ask the following question to the group: "What do you like to do when you're not working?" Most people will be grateful that you started talking about something that isn't business related and you'll get to know these people better.

This is especially important for leads groups. Most leads groups only talk about business. By sharing some non-business, more personal things about you, it gives the group a chance to really connect to each other and to create a bond that every group needs to be truly successful.

A perfect example of this bond is the Central Leads Group, a group sponsored by the Greater Phoenix Chamber of Commerce. Nick Barbisan of First Horizon Home Loans explains what this group has meant to him.

The real benefit for me has been all about the relationships I've built. This past July, my infant son Ethan suddenly passed away. After the funeral, I was receiving those who attended and about ninety percent of the group attended to support me. These friends were there in my darkest moment. They became part of my life forever.

The impact of that support has been a factor in my ability to recover and move forward in my business to support my family. The group has become a source of strength and support that isn't measured in dollars. The group has become in tune with events outside of our weekly meetings. This personal level is what brings all of us more opportunity. Thanks to our friends.