



## **Value of Networking**

By Joel Pekay

In my last set of articles, I discussed how to maximize LinkedIn. Now that you have your profile(s) established, what comes next? The answer is “network”. There are many benefits to this kind of “networking”, including:

- Finding a new job
- Identifying a new business opportunity
- Developing stronger connections with new people
- Growing relationships with existing friends or contacts
- Business referrals
- Helping others

The challenge many people face is knowing where to begin their networking. The first step is to look at your existing contacts, friends, associates, or LinkedIn Connections. Identify people, industries, and sectors you want to focus on and expand into or utilize. Then, try to determine who (either specific person or role) you want to connect with, contact for a meeting, or which networking groups you’d like to participate in. Utilize networking meetings to connect with others and add them to your LinkedIn “connections”. Drop a note to the people you want to “connect with”. Schedule a time for a call, zoom meeting, or socially distanced coffee, or more traditional in-person meeting when the time is right.

When you have the meeting, be sure to take notes so you don’t miss any details. Ask the person to share his or her background and provide insight into their current role and professional expertise. Be prepared to provide a 30 second overview of yourself (some people refer to this as an elevator speech) and your objectives for the discussion. Ask for introductions to others they may know that will help you expand your network to meet your goals. Offer to help them anyway you can. As your meeting wraps up, be sure to recap and confirm your next steps.

Following the meeting, send a quick email thanking the person for their time and make sure you complete the action items you committed to. There is nothing more frustrating than meeting with someone, sharing ideas or contacts, and then never hearing from them again or learning they didn’t follow up on any of the opportunities. Simply put – do what you say you will.

Scuderia Partners uses personal and business networking techniques to help your business grow. [Contact us](#) today to learn more.

## **About Scuderia Partners LLC**

Scuderia Partners provides businesses an outsourced team with expertise in developing and growing revenue through sales and marketing. We work across the customer life cycle, from acquisition to engagement to retention, to build stronger customer connections.

Scuderia Partners represents global, national, regional, and local businesses looking to expand in the North American market. We do this by building your brand, prospecting, outreach, sales, and ongoing customer management. Throughout the process, we build a scalable approach for continued success.