

Not matter what kind of business you have; referrals are the warmest contact you can get. When you're meeting someone, whether for the first time or not, (at a networking event, in your establishment, in the drug store line or wherever) always treat them with respect and courtesy.

They may not be a prospect, but you don't know who they know. Everyone knows 50,100, 200 or more people and those people (The 250) may need your help, your product or they can help you.

After a recent networking event I was talking with a young man who was disappointed in the event, he told me "these people won't do my business any good". I asked him if he thought that his persona came off that way, in other words was he dismissive of them. Not necessarily in his words but also in his body language and actions.

Did he know their circle of 250?

Could someone in their circle be a prospect, partner, or referral source for him?

From the look in his eyes and his closed body language, he had already dismissed me, he had that look of "Yeah right", while his more experienced partner told us that exploiting the Circle of 250 was exactly how he had built and sold two businesses.

Be in the moment, that person in front of you at that moment is the most important person in the world at that time.

When I send an email blast out to the 4,000 associates in my consulting body, asking for help or a particular expertise, frequently the replies come back along the lines of "I have a client / partner / friend / vendor who can help". So I figure that instead of having the power of 4,000 associates I really have the power one million plus.

Who do you know?

How big is your circle?

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