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## The most cost effective marketing in town!

You have heard it before ... it's not what you know but who you know... especially in business.

Have you ever looked at one of your competitors and wonder how they are getting more attention, more clients and more profits than you are? This is especially painful when you know that you offer a better product and better service than they do. Chances are they know about a very valuable advantage in business ... the power of networking.

One business consultant who can tell you just how powerful networking can be is Mentor and Director of *Business Networking Strategies*, Martin Bailey. Martin has established two franchise regions attracting 1000+ clients through word-of-mouth, referrals and networking which generated \$270 million in business for its members. Martin provides extensive training and coaching for business owners and senior decision makers in Word of Mouth Marketing, Referral Marketing and Networking Skills.

"Some business owners hate the idea of networking," Martin declares. "They love working in their business but don't have the confidence to walk up to strangers and tell them about what they do. Some business owners may have had a bad experience with networking or don't know how they can squeeze networking into their already limited time. They end up missing out on getting their share of the market."

## People buy from people!

The fact is people buy from people... particularly people they like. No matter how great your product or service may be, most of your customers buy from you because they know and trust you. More importantly, if they don't know about your business but a friend or colleague recommends you, they are more likely to check you out and buy from you.

One way to make sure people get to know and like you is through networking. "Technology helps us to communicate and build relationships online these days," explains Martin, "but you can't beat face-to-face contact. You get to see someone's facial expression and body language when you meet them in person. We do this unconsciously and over 80% of our decision-making is based on what we see."

## You don't know who they may know!

Martin reminds us that while other business people attending a networking event may not become our customer, their customers, relations and friends may do. If they get to know your business, it's easy to pass on the information to someone who needs what you provide. "It's all about putting your marketing dollars to good use, networking with the right people and using your time to network effectively and avoid a time-wasting, shotgun approach," Martin concludes.

## **A networking opportunity not to be missed!**

TSBI knows the value of networking and is committed to creating events and training programs for our members.

A special networking event is planned for Tuesday 7<sup>th</sup> May from 7.30 – 9.30pm where Martin will outline how you can gain from the most cost-effective marketing strategy around.

He'll outline how you can network with confidence, make the most of your networking efforts, and realise more business and profits.

Register now.....