

After Hours Networking Made Easy!!

By Lori Hewitt, President

One of the reasons you joined the Chamber was to help your business grow. Attending our **After Hours** is a great way to accomplish that by networking with other Chamber members.

How can you get the most out of an After Hours?

- Come with a positive attitude. You must be friendly and outgoing to enjoy and benefit from networking events.
- Set a goal for yourself for the number of new business contacts you want to make that evening. Yes, it is always easier and more comfortable to go to familiar faces, but your goal should be to meet Chamber members you do not know. One of these members might be the perfect contact: a new supplier, a customer, or someone to talk about a similar situation you might be in.
- Keep a supply of business cards in your hand or a pocket. To give new contacts you meet that night. Ask people you meet for one of their cards as well. When you return to your office, put these cards in a rolodex or somewhere convenient so you can refer back to them. Remember to also put one in the raffle drawing that night too!
- Rehearse a two or three sentence description of your business that will clearly explain what you do.
- Bring along other members of your business to achieve maximum exposure and meet as many new people as possible.

If you think about it, isn't it easier to make a referral to someone about a business you know and trust? The same is true about someone referring your business. The more people you meet, the more you get to know, the more referrals your business will receive back from fellow Chamber members. If you aren't attending our after hours, you are missing a great networking opportunity.

Remember, people do business with people they know and trust!