

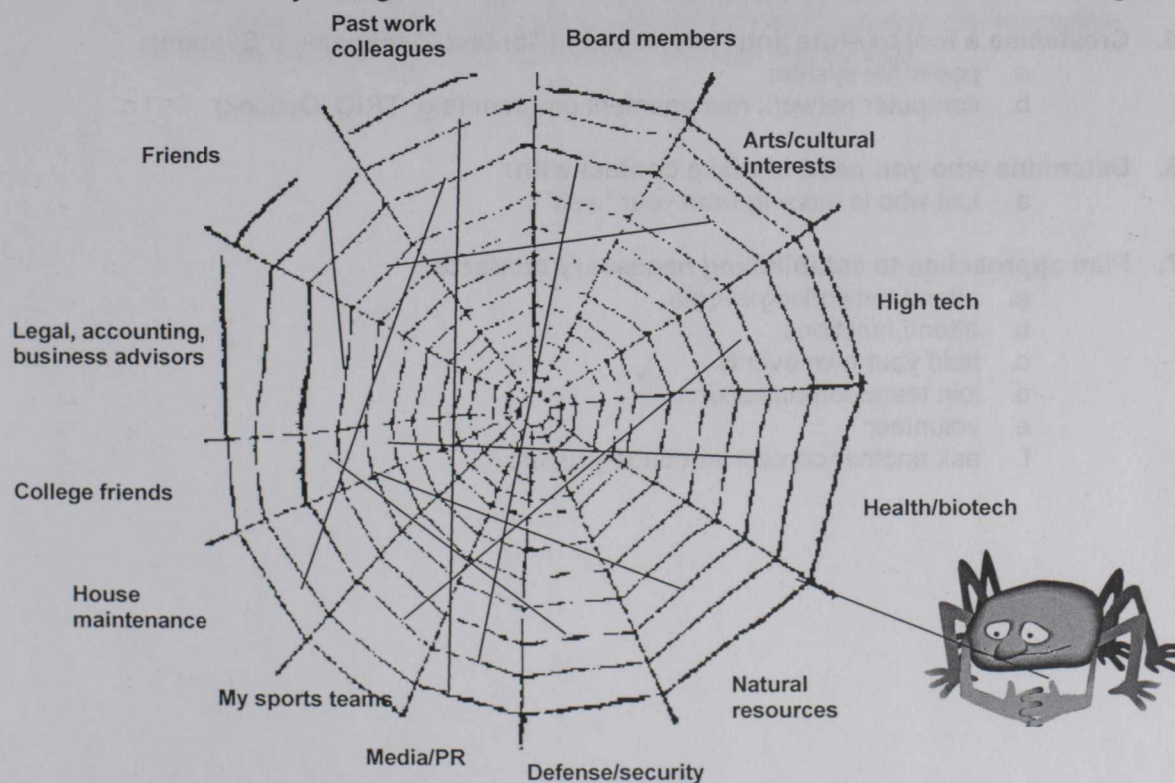
SPINNING YOUR WEB: THE VALUE OF NETWORKING

By Joanne Lemmex¹

Networking is a process of cultivating relationships. It is not only about making contacts - it's about developing a "network" of people that help one another in various aspects of their personal and/or professional lives.

Business networking is a conscious process whereby people help each other achieve their professional objectives. The ability to network effectively is integral to business development; however, one should not confuse the process of networking with processes of sales and marketing. Networking is a method that is utilized by good sales and marketing professionals to achieve their goals. The salesperson wants to make money and the marketing team wants to collect market intelligence - *the goal of a networker is to make contacts*. These contacts they make may result in increased sales and/or intelligence, but this is not the primary objective of networking.

People build webs of relationships all the time - for a variety of reasons - consciously or unconsciously. A good networker has built an intricate web of contacts. Great networkers consciously recognize the value of their web and use it to their advantage.



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