



STEP 2: Gather the intelligence

2.1 Managing expectations

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## The Five Steps in detail:

### STEP 1: Identify an opportunity and network

- 1.1 The relationship-building cycle
- 1.2 What is an opportunity?
- 1.3 Who to contact in the local market?
- 1.4 What does it take to develop a network?
- 1.5 Where to find local contacts?
- 1.6 Building your network
- 1.7 Sustaining your network
- 1.8 Obtaining referrals
- 1.9 Following up
- 1.10 What does the local contact want from you?

