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Networking Like a Pro: Turning Contacts Into Connections

Ivan Misner, David Alexander, Brian Hilliard

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Networking master and New York Times bestselling author Dr. Ivan Misner along with David Alexander, and Brian Hilliard teach entrepreneurs how to master the art of networking. Introducing an exclusive results-measuring system—the Network Scorecard—this powerful guide motivates entrepreneurs to reach quality prospects, leverage new and current contacts, prompt ongoing referrals—and ultimately, boost their client base and their bottom line. With this powerful guide, eager entrepreneurs uncover undeniably effective networking techniques for building, reviving, and growing their business. Following the action plans provided, entrepreneurs learn key networking strategies including how to build their social capital, farm (not hunt) relationships and referrals, leverage the four major “streams” of their networking river, track the results of their efforts, and more. Entrepreneurs also discover how to enhance their networking efforts with new media tools, helping them reach new levels of referrals, free promotion, and connection with their clients. With the insight and direction provided by networking champions Dr. Ivan Misner, David Alexander, and Brian Hilliard, all experts from BNI, the world’s largest business networking organization, the timeless guide gives entrepreneurs all the steps they need to transform their current outreach efforts and secure a steady flow of business for any economic climate.

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