



I'm a WBN Member...Now What?

You've committed to the group; you excited to network. But what does that mean? Here are a few tips for making the experience work for you.

- **Show up on time EVERY time; show up EARLY.** Attendance is critical; out of sight is out of mind – especially when you are new to a group. Use the time before the meetings to get to know more about other members. Stay standing and mingle; don't immediately retreat to your seat or focus on your phone.
- **Dress appropriately.** Wear the uniform you would wear to work. This is a business meeting; dress how you would to meet a potential client...HINT!! These people are your potential clients and they are meeting with you!
- **Turn off your phone and put it away.** Unless you are a doctor on call or have a sick kid at home, it is unlikely the calls or emails streaming into your smartphone are of life or death importance. If you see, hear or feel your phone your mind automatically wanders who is contacting you.
- **Choose your seat with care.** Don't sit beside the person who is extra talkative and has to comment on each commercial. And, if this person is YOU, stop immediately.
- **Meet the members.** Take notes on the commercials of your fellow group members. Setup up 1:1 follow up meetings; don't wait for others to approach you but be approachable. Follow up with the business presenter; ask a question or schedule a 1:1.
- **This is your sales team.** Think of the members of your group as an extension of your sales team NOT your direct customers. Sure, sometime, the synergy will be great and all the members of your group may need your services. Typically, however, that's not the case; think of your members as your best advocate to all of the people in their network.
- **Give before you ask.**
- **Get Involved.** Just because you are new doesn't mean you can't be involved; ask how you can help. A fresh perspective is only available for a limited time. Share your ideas constructively, not critically.
- **Stay Late.** Follow up with other members after the meeting; use the face to face time to pull up your schedule and set a date for your next meeting. Help to clean up the room after a meeting.
- **Don't Jump to Conclusions.** Never make a snap decision about one of your fellow members based on their commercial; 30-60 seconds passes in the blink of an eye. Use 1:1 meetings to learn more about others before making snap decisions.
- **Avoid Gossip.** Go to the source if you have an issue. There is no quicker way to undermine a Know, Like and Trust relationship than to become "that person" who talks about everyone else. It didn't help in high school; it's not going to help here.