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One On One Meetings Are An Important Aspect Of Networking

Some people feel that networking lacks sincerity. That everyone is there simply to push their own business, so what is the point?

But that is not what TNG is all about.

Instead, we are about building relationships.

That is why one-on-one meetings are such an integral part of the networking experience.

Let's look into one-on-one meetings in more detail and how you can make the most of them.

Building A Relationship

People do business with those that they know, like and trust. That kind of relationship can't be built overnight. It takes time and effort to generate and nurture.

That is why one-on-one meetings are an integral part of that relationship building phase. And, what better way to get to know each other than chatting business over a cup of coffee (or tea, or a milkshake if you prefer!)

Being in a one-on-one setting allows you to connect on a different level to the group setting. You can really get to know someone and speak openly without fear of interruption or the buzzer dinging to signify your time is up!

In a smaller, more casual setting, you and your meeting partner are able to open up and really have a great conversation. There are no pressures of speaking in front of a group, or ensuring you are always putting your professional foot forward.

Create Better Quality Referrals

Referrals are a large part of the TNG network, but they are not the main focus. They are a great by-product of the relationships you build.

A one-on-one meeting is the best place to learn about someone's business in greater detail. Then, when you have a real understanding of what they do, who they help and what they stand for, it makes it easier to give (and receive) referrals from the right kind of clients.

When you refer someone, it is your reputation on the line as well as theirs. You obviously want to give people quality referrals! By building strong one-on-one relationships, you get to leverage the trust of the referrer, and typically their reputation when you are introducing people.

What Happens At A One-On-One Meeting

You don't have to follow a specific format for your one-on-one meetings. But if you incorporate the following things, you will maximise the time you have and the connection you can make.

- **Introductions:** make sure you really know who they are and what they do
- **Ideal Clients:** Talk about the kind of people you both love to work with and who you can help the most. This will help you to get quality referrals
- **Business Goals:** What does the next year look like for each of your businesses? This will help to establish how you can help each other reach those goals.
- **Strongest Skills:** Knowing each other's strengths will help you to refer the right kind of business and receive the right kind of referrals.
- **Who You Want To Be Introduced To:** It is amazing who knows who in the business world. You might know someone who can help your meeting partner connect with target clients, or they might know someone who can help you.

Remember: don't just stop at a single one-on-one meeting with someone either. Stay in touch to build the relationship further and so that you can keep on top of any changes in each other's businesses.

How To Get Started

The best way to get started on your one-on-one meetings is to attend your local TNG Group. It is the perfect forum to connect with a wide group of amazing business owners in one place. Then, simply arrange a convenient time to meet with each group member individually.

Find out where your local meetings are by [clicking here](#).

Remember that you get out of networking what you put in. You will not build the kind of solid relationships you need for your business to succeed if you don't put in the effort to connect with each of the group members individually.

We can't wait to see you at TNG!

This resource was provided by:

