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Article:

Contact Network – 5 Top Business Growth Secrets For Small Business Networking

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Ask any business contact manager about the value of a professional contact network for small business networking, and he or she will probably advise you of the following. Based on the premise of, '*all things being equal*', people will do business with, and refer business to, those people they know, like and trust. Common sense should dictate that business contacts should embrace business social networking with open arms if they have a burning desire to grow their business.

FBI Consultancy Ltd has been designed from the ground up to enable businesspeople to increase their annual turnover and profits by marketing their services and products to new associates in a super-efficient, high-tech but technophobe-friendly, low-cost way.

Business Networking Advantages

Most business networkers are typically connected to Facebook, LinkedIn, Twitter, the Breakfast Network International (BNI) or one of the other networks. The main business networks are huge in scope and provide a

fantastic platform for their individual variant of networking. However, the four just mentioned are several years old and many members are disappointed that these networks fail to offer a proactive medium for increasing member's products and services sales.

Think of all the best attributes of Facebook, LinkedIn, Twitter, and BNI for business-interested people. Now think how dynamic a service would be if a new business offered a single platform website incorporating all of these best attributes and many more added value benefits.

Now imagine this platform has stripped away every difficulty in joining an online business network, thus allowing even the most diehard technophobe to visit the website and join online for free in less than 5 minutes.

Welcome to www.fbiconsultancy.com – the founders call it Intelligent Marketing – Strength in Numbers

The original premise of a contact network has changed. The online boom in contact networks dictates that a small business networking owner can achieve exponential business growth by business contacts tapping into one or more of the business social networking sites. Once a business contact or business contact manager connects with a new business contact, then a corporate network develops. Every new network contact is a potential new customer.

Contact Network – 5 Top Business Growth Secrets #1: Raise Your Business Profile

I am going to present you with the simplest mathematical equation lesson you have ever taken in your life, it goes like this.

- A. Don't know of you = can't hire you.
- B. Don't know what you do = can't determine if I need your specialist skills or services.
- C. Never heard of you = can't trust you.

Therefore, it follows from the basic rules of algebra: - **A + B + C = a business on the road to nowhere.**

Not the best way to sell your business products and/or services, or to try to grow your business, is it?

Contact Network – 5 Top Business Growth Secrets #2: Don't Miss The Boat

Small business networking is critical for increased business growth. A recent survey states that two thirds (66%) of SMEs are now networking in person at least once a week to increase their business contacts. Given that every new business contact increases your very own corporate network of potential buyers, it makes common business sense to embrace all relevant contact networks.

A proactive business contact manager recently stated that approximately 38% of business owners say business networking, particularly business social networking and establishing an effective contact network is crucial to the success of their business.

To achieve business growth success, it is wise to stay one step ahead of every competitor in your business sector. Sometimes you can achieve this by being first out of the starting blocks with advanced intelligence. FBI Consultancy has been designed from the ground up to offer all business interested people a proactive business presence via its dynamic contact network. I advise you not to miss the boat and join before the membership rush starts.

Contact Network 5 – Top Business Growth Secrets #3: Return On Investment

A recent survey indicates that business networking also provides impressive returns on investment, with one in five SMEs (20%) stating they made more than £10,000 from small business networking in the past year. Almost half (44%) made more than £1,000 from their business social networking. A recent survey revealed that business contact networks accounted for 79% of all new business sales. (*source: infinnet.com*)

Key Network Contact Business Networking Advantages

Joining a new global contact network like FBI Consultancy offers all business owners distinct advantages like the following...

- Every new business contact is a potential customer.
- Every new business contact is a potential word of mouth referee for your business.
- Raise your contact network profile by regular interaction with other businesses.
- Meet business owners and build long-term business relationships by tapping into a corporate network.
- Expand your business contacts by generating contacts with customers, suppliers and partners.
- Business networking should be a key source for advice and support.
- Compare, discuss and find solutions for common issues and interests.

- Develop and share ideas, innovation, knowledge and resources.
- Become a proactive business contact manager by tapping into every new business contact.

Contact Network – 5 Top Business Growth Secrets #4: The Main Business Social Networking Players

All business contact, corporate network and small business networking media sites could be said to be in direct competition with each other.

In reality, these sites often are limited in their interactivity and ability to provide real-time business opportunities for their members. It is often the case that members need to spend a lot of personal time in creating network contact opportunities to generate business contacts that will provide a ROI. FBI Consultancy is positioned to use the lack of business networking opportunities on these larger contact networks to its advantage.

Every business contact manager will tell you that each new business contact is a valuable asset to your business growth if used correctly.

The following table provides information about the 10 largest and best-known contact networks.

Name	Members/Users	Countries	Languages	Date Founded	Employees
1. LinkedIn	Over 500 Million	200	40	May 2003	5,700
2. Facebook	Over 2 Billion	180	101	Feb' 2004	25,000+
3. Twitter	Over 330 Million	Multiple	40	March 2006	4,100
4. Xing	Over 13 Million	200	16	Aug' 2003	900+
5. Viadeo	Over 65 Million	Multiple	7	June 2004	450

Contact Network – 5 Top Business Growth Secrets #5: The Next Great Business Social Networking Site

Given the explosion in social media users and members and the rise of small business networking; it is clear that a gap exists in the market for combining a Facebook, LinkedIn, Twitter and BNI concept into a new corporate network business and social media single platform website. This is where the founders of FBI Consultancy aim to position their new business contact network.

FBI Consultancy has been specifically built as a proactive network contact where every business contact and business contact manager can utilise the power of their business contacts to establish strength in numbers.

Competitive Advantage

While the giants of social and small business networking – Facebook and LinkedIn – attract millions of business contact users, neither corporate network displays a unifying philosophy or theme that is easily understood as a business tool (Facebook) or a social tool (LinkedIn).

FBI Consultancy takes the business networking features of LinkedIn and the business social networking features of Facebook and unites them with its unified philosophy and theme of intelligent business networking. By building a new business contact membership with this shared purpose, and by creating its own unique content, FBI Consultancy establishes and maintains a planned direction that few other contact networks manage.

This presents a stable environment to members, business contacts and potential advertisers who can see the benefits of use and the defined markets within their network contact reach and the nature of the content with which their adverts will be associated. This will provide confidence that their presence will be visible in a contact network environment that is positive and ordered, not chaotic, random or with potentially negative content (as can be posted on non-moderated sites).

Call To Action

If you are looking to seriously grow your business, then you need to take the bull by the horns and become a proactive member of a professional contact network like www.fbiconsultancy.com

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