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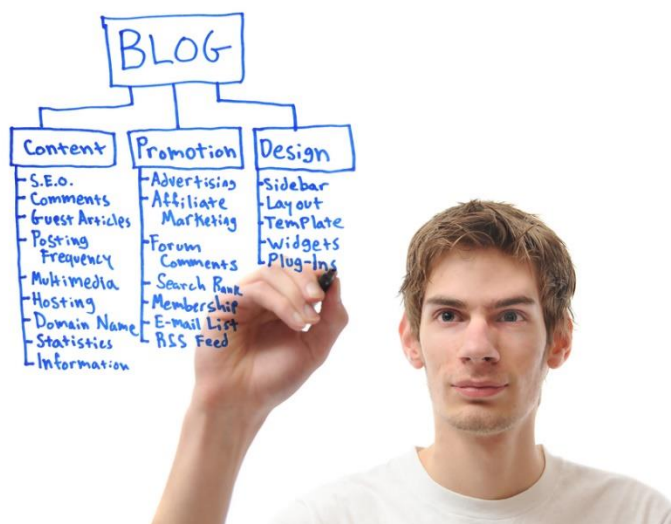


Article:

5 Business Social Networking Tips For Technophobe Business Contacts

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So, you know the Internet is worth £100 billion a year to the UK economy and that 38% of business owners say business social networking and an effective contact network is key to their business success. 20% stated they made more than £10,000 from small business networking in the past year. 44% made over £1,000 from their network contact. And contact networks accounted for 79% of all new business sales*. But if you are a new business contact technophobe, then you have no idea what all the fuss is about.

* (source: infinet.com)

Welcome to the weird and wonderful world of small business networking, business social networking and contact networks. You may have already heard the buzz about a contact network from your business contact manager or from an old business contact but for whatever reason you've chosen not to join an existing corporate network.

Guess what? If you are even remotely linked to any business which requires sales of products, services or personnel, then you are seriously missing the boat. You could be achieving exponential business growth by selling yourself as a new business contact to existing business contacts who are comfortable selling into their network contact group members.

Forget any outdated traumatic experiences you may have of rising at 5am on a cold winter's day to attend a small business networking breakfast meeting filled with equally bored business contacts.

FBI Consultancy reports that the Internet and state of the art technology has allowed contact networks to evolve into a low-cost and, in many cases, a no-travel experience.

When thinking about joining a contemporary contact network, every new business contact needs to understand that this is one area of technology where it's okay to enter the arena as a complete technophobe business contact. Joining a small business network, corporate network or business social networking group like LinkedIn.

The only technical computer skill you require is the ability to type in your name, email address, county, country and your type of business. Do this and FBI Consultancy will commence building your network contact list for you.

Ask any professional business contact manager what's so special about that and they will probably shrug their shoulders. However, once you've done this, FBI Consultancy immediately connects you to 10 other business contacts for free, then you might see the business contact manager get somewhat excited.

Contact Networks: 10 Reasons Why People Join A Contact Network

1. Most business contacts look for business growth from a contact network.
2. A savvy new business contact recognises the need for business social networking.
3. Small business networking provides new business contact added value benefits.
4. The associated low costs of joining a corporate network are business attractive.
5. Many business contacts like the convenience of online network contact.
6. Many business owners like pitching their services and products to other business contacts.
7. Most business contacts see the benefits of attending a contact network event with 25 people.
8. Many business contacts thrive and exploit the group's business contact opportunities.

9. Many business people like a face to face environment for establishing new business contacts.
10. Most contact network business owners consider attending contact networks to be a good investment in time.

It's always good to see both sides of the coin when flipping it to make a buying decision. So if you are an uninitiated corporate network attendee or a business contact who has simply dismissed the idea of attending a contact network out of hand, then you will probably find your reason for avoiding contact networks in the following list.

10 Reasons Why People Don't Network:

1. Most business owners are too lazy to contact network.
2. No perceived need to join a small business networking or business social networking event.
3. No desire to join other business contacts.
4. Many consider the associated network contact costs as too restrictive.
5. Many are put off because of the inconvenience of traveling to a new business contact venue.
6. Many a new business contact has a fear of pitching their services or products to others, especially to a business contact manager.
7. Most feel attending a corporate network event with 25 business people only allows you to speak to 4 or 5 other business contacts.
8. Many business contacts exhaust the contact network groups business opportunities quickly and become bored
9. Many business social networking business contacts are IT technophobes.
10. Most perceive contact networks to be an all time-consuming endeavour.

An FBI Consultancy business contact manager advises all business contacts looking to grow their turnover from joining a small business networking group to adopt the following tips.

5 Business Social Networking Tips For Technophobe Business Contacts #1

Identify A Technophobe-Friendly Contact Network

If you can access the Internet, type a few basic details on a keyboard and click send, then you are in business with a ready-formed new business contact network with FBI Consultancy.

5 Business Social Networking Tips For Technophobe Business Contacts #2

Identify A Fast & Easy Way To Join Contact Network

Many contemporary corporate networks or small business networking groups have at last realised that if it's not fast and easy to join then many business contacts simply won't network contact.

5 Business Social Networking Tips For Technophobe Business Contacts #3

Look For Added Value

FBI Consultancy gives you £250 worth of free business growth advice when you join their contact network as a business contact. They also give you £1,000 worth of free business growth advice when you upgrade your free membership to their Premier Upgrade Membership status.

5 Business Social Networking Tips For Technophobe Business Contacts #4

Discover Free-To-Join Contact Networks

Not every business contact manager sings the virtues of joining free contact networks. However, for a technophobe business contact, this is often the best way to dip your toe in the water before joining a more proactive, fee-charging contact network.

5 Business Social Networking Tips For Technophobe Business Contacts #5

Recognise A Proactive Corporate Network

If all your contact network, corporate network, small business networking or business social networking group offers you is membership as a new business contact to other business contacts, then you have joined a reactive rather than a proactive contact network.

The use of business social networking services presents the potential of having a major impact on the world of business and work.

Small business networking and contact networks connect people and business contacts at low cost; this can be beneficial for business contacts, small business owners and every new business contact looking to expand their business contact bases. These networks often act as a customer relationship management tool for a company's business contact manager selling products and services. Companies can also use a corporate network for advertising in the form of banners and text ads. Since businesses operate globally, a contact network can make it easier to keep in touch with business contacts around the world.

To really understand contact networks, business contacts should invest a little time to research the fierce competition between all the main small business networking, corporate network, business social networking and network contact groups.

Contact Networks Competitor Analysis

Indirect competition

All contact network media sites could be said to be indirect competitors, but in reality, these network contact sites often are limited in their interactivity to provide real business opportunities for their members. It is often the case that new business contact members need to spend a lot of personal time in creating opportunities to generate contacts that will provide a ROI. FBI Consultancy is positioned to use the lack of business networking opportunities on these larger sites to its advantage.

Contact Networks Competitive Advantage

An FBI Consultancy business contact manager recently reported that while the giants of business social networking like Facebook and LinkedIn attract millions of users and business contacts, neither have adopted a proactive philosophy for a business contact to generate revenue from their contact networks.

FBI Consultancy takes the corporate network 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 business contact with this shared purpose, and by creating its own unique content, FBI Consultancy establishes a planned direction that no other contact network manages to achieve.

So, joining a contact network is no longer prohibitive because you are an IT technophobe. It doesn't matter if you love or hate contact networks, just don't ignore them. Because if you do then other business contacts will mop up all the extra business you are missing out on. Just ensure you join the right contact network.

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