

From Business Cards To Business Relationships - Allison Graham

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Want to supercharge your life? Effective networking is the answer and this book will teach you how. Professionals of all stripes and ages are told to 'get out there' and network so they can build their careers, grow their businesses and elevate their influence in the community, but they are rarely taught the skills to do that. Most people are lost, intimidated by the idea of presenting their own personal brand, and frustrated when it comes to networking. Despite long hours at events and attempts to make the right connections, they aren't seeing their desired results. From Business Cards to Business Relationships is a start-to-finish guide that demystifies the networking process and teaches readers how to truly benefit from getting connected. Allison Graham provides an easy to follow road map that is adaptable to your personality, circumstances and growth goals. You will learn how to strategically decide where to go, what to do when you get there and what to do afterwards to turn those casual business card contacts into meaningful relationships. Allison's approach is based on the Four Pillars of Profitable Networking: Perspective, Personal Brand, Procedures, and a Strategic Plan. This is a prescriptive, practical system based on the author's real-life experience of going from unconnected to connected in a short period of time. No cheesy gimmicks or high-pressure nonsense, just the skills and knowledge that will create success for anyone willing to do the work and follow this advice. Regardless of your past experience or current level of connectivity, your industry or profession, whether you're an entrepreneur or climbing the corporate ladder: you can accomplish whatever you want by meeting and connecting with the right people. From Business Cards to Business Relationships gives you the tools you need to cement a positive personal brand and build your own profitable network. Praise for From Business Cards to Business Relationships: At last a networking book that actually makes sense! Allison Graham's four pillars of networking are as simple as they are powerful. If you are willing to follow her lead with consistent and persistent effort, you will make your mark and expand your horizons both personally and professionally. Lou Heckler, Humorous Business Keynote Speaker and Speech Coach This book is an excellent and much-needed resource to share with the business community. PJ Hartson, Business Editor,

Sun Media Author: Graham, Allison Publisher: Wiley Illustration: N Language: ENG Title: From Business Cards to Business Relationships Pages: 00256 (Encrypted EPUB) / 00256 (Encrypted PDF) On Sale: 2012-04-20 SKU-13/ISBN: 81118364185 97 Category: Business & Economics : General

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