



#### LESSON CONTENT TEMPLATE

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## 1. Lesson Document

### Lesson 2. Topic 8: Networking

#### How to build long term relationships

##### Introduction

As we know, networking is based on creating a network of contacts that can help you find business opportunities and professional opportunities.

But what matters more, the total number of contacts you have or or that they will be really useful? It depends on you, and on your way of networking, that your contacts are lasting and help you when you need it.

Once this lesson is completed and approved, learners will be able to:

1. Networking by putting people ahead of other interests.
2. Take care of and maintain your network of contacts, building long-term relationships.

##### 1. Networking: putting people ahead

The effective way to network is to help two people connect without seeking a reward. "I understand helping as a way to grow, a gift that I received, not that I give. It is not me who helps, but others help me by allowing me to help." <sup>1</sup>

To carry out long-term relationships, it is important that when it comes to relating to yourself, you sincerely care about the people you know, so you will better understand their environment and you will be putting the person ahead of other interests.

In this way, your networking will be more human, and therefore the relationships with your contacts more lasting.

According to the businessman and writer Cipri Quintas, the effective way to do networking is to help two people interact



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<sup>1</sup> The Networking Book, Cipri Quintas.

without looking for a reward. In this sense, he pronounced himself in his book "I understand helping as a way to grow, a gift that I received, not that I give. It is not me who helps, but others help me by allowing me to help. "<sup>2</sup>

Some tips that can help you make your networking more personal are:

1. Be authentic: be who you are and network with those people with whom you have things in common and who are easy to communicate with.
2. Once the first contact has been established, and after you have been interested in that person, think about what help you can give them and offer it to them (contacts, experience, knowledge, etc.)
3. Fulfil your commitments: if you commit to something, keep it, and if you are not sure that you will be able to fulfil it, you better not commit. "I believe a lot in training the mind, and the mind works with words. So, we have to use the power of the word. When we say that we will do something, we establish a commitment with other people and with ourselves".
4. Write down the birthdays of your contacts and any other personal information that may be useful to you in treating your colleagues without forgetting that they are people. When people realize that they truly care about you, they will be ready to help you when you need it.

## 2. Building long-term relationships:

Networking involves work and dedication of time if what you want is to build long-term relationships, and not just have an infinite list of contacts.

An effective network requires your attention, maintenance, and care. There are several ways to do this, for example, you can send personalized information to your contacts based on their interests, offer help if you find out they need it, invite them to a coffee or an event that you think they would like to attend. Remember that a network of contacts is based on trust and attention from both parties.

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<sup>2</sup> The Networking Book, Cipri Quintas.



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### Conclusion

Having a good network of contacts can open many doors in your professional career, but don't forget that the number is not the important thing, but it is more important that you know how to take care of each one, help them without expecting anything in return and base your relationship on the confidence, allowing you to ask for help when you need it.

### Bibliography

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