

Grass Roots Networking

I have been marketing my company for 8 years to the senior industry professionals, in that time period I would go to a plethora of networking meetings, networking socials or call on my clients with cold calls or scheduled meetings. In 2010 I am coining a new term "Grass Roots Networking (GRN)".

GRN refers in short to the relationship you have already built marketing; you want to receive referrals from everyone you meet? In reality only a small amount of your relationships will refer business to you, in GRN you need to cultivate your current referral sources to hold your market share at the same time search out new sources. If you do not keep the relationships that you have built a competitor may become their primary vendor.

Service is essential in GRN, stepping up your service, keeping your costs competitive and showing value in our product or service. Many times an email confirming you have taken care of the client is an efficient and economic way to achieve this goal. If your referral source operates under the same type of ethics you do they will want to know what has happened to their referral?

A relationship between organizations is time consuming and hard to build but can be easily severed.

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