

Elevate Your Professional Networking with BRING!

In the ever-competitive world of business, Professional networking is not just a buzzword; it's a necessity. BRING! is a high-level professional networking group that aims to redefine the way we think about professional networking. Unlike traditional networking groups that focus solely on exchanging business cards, BRING! emphasizes building meaningful, mutually beneficial relationships.

The Difference

While traditional networking often involves a one-size-fits-all approach, BRING! offers a structured yet flexible environment where professionals can genuinely connect, share, and grow.

Fundamentals

Key Terms

- 45-Second Commercials: Short pitches where members introduce themselves, their businesses, or other ventures.
- PIQ (Professional Information and Questions): An informal meeting between members and prospective members to deepen their professional relationships.
- Selling Through, Not To: The practice of leveraging the group's collective network for business opportunities instead of selling directly to group members.

- Open Networking: An unstructured time following the formal meeting, dedicated to free networking among members.

Limitations of Traditional Networking

The conventional networking model often leaves professionals feeling unfulfilled, with a stack of business cards but no real connections. The focus is usually on quantity over quality, leading to missed opportunities for deeper, more profitable relationships.

The Weekly Meetings

Structure

BRING! meetings are held every Friday, serving as a platform for members to learn professional networking techniques, practice their techniques, and plan their business activities for the following week.

45-Second Commercials

Each member is given 45 seconds to deliver a commercial. This is not an elevator speech; it's a chance to share what you're passionate about, what you're working on, and how others can engage with you.

Networking Philosophy

Selling Through vs. Selling To

"Selling Through, Not To" is the cornerstone of BRING!'s philosophy. Instead of viewing fellow members as potential customers, the focus is on the untapped network that each member brings to the table.

Vision

BRING! encourages members to see beyond the room. Every member is a gateway to a larger network, offering endless possibilities for business growth.

Actionable Steps

- Prepare Your 45-second Commercial: Keep it crisp, engaging, and relevant.
- Initiate PIQs: Don't wait for someone else to make the first move. Be proactive in setting up PIQs.
- Engage in Open Networking: Use this time wisely to connect with 'broughts' as well as existing members.

Tips

- Be Genuine: Authenticity goes a long way in building lasting relationships.
- Listen Actively: Professional networking is a two-way street. Listen as much as you talk.

The Power of Collective Networking

Members have reported significant business growth, attributing their success to the quality of relationships formed within BRING!. The focus on 'Selling Through, Not To' has opened doors to professional networks that were previously unreachable.

Summing It Up

BRING! is not just another networking group; it's a community of professionals committed to each other's success. The unique structure and philosophy set it apart, making it a valuable asset for any business professional.

"Your network is your net worth." - Porter Gale