



Connection Pros

Hi. Allow me to introduce myself. My name is Dave Sherman and I am The Networking Guy. I want to welcome you to my very first column for the Phoenix Chamber of Commerce newsletter. Each month, I'll be sharing with you valuable networking tips and ideas that will help you network more effectively, more comfortably and, most important, more profitably.

I will also be featuring Phoenix Chamber of Commerce members each month to find out how networking has helped them grow their business, make deeper connections with others and more.

I look at networking much differently than anyone else. What most people see as networking really isn't networking at all. When people go to a function to try and sell their product or service to others, that is called prospecting, not networking. My definition of networking is being a business and personal resource for others and EXPECTING NOTHING IN RETURN. In its simplest terms, networking is giving. People need to give and give and keep on giving. Winston Churchill once said "We make a living by what we get but we make a life by what we give."

Julie Jakubek of Allstate Insurance is someone who has grown her business by helping and giving to others. She has been involved with the Phoenix Chamber for many years and also volunteers on their Ambassador committee.

Julie regularly attends chamber meetings including the Business for Breakfast and the After 5 Mixers. She always makes sure to ask others how she can assist them with their business and in turn she also receives business. Julie believes in giving and helping others. It's just part of her personality. By creating a circle of trust among business owners enables Julie to feel confident in referring her customers to other chamber businesses. As Julie always says, "You're in good hands with Allstate" ... mine.

To find out how Julie can help you, please call her at (480) 949-5670 or e-mail her at juliejakubek@allstate.com.

As you can see, networking is so much more than handing out or collecting a bunch of business cards. You need to take the time to get to know and really connect with the people behind the business card. Remember that people do business with people, not companies and the more you embrace this concept, the better your networking will be.

See you next month.