

The Business Connector

A Quarterly Newsletter from AmSpirit™ Business Connections

Dare To Ask

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It's a common daydream. You, alone, against incredible odds, land a key client. Or perhaps your idea helps your employer become substantially more profitable. Or perhaps you and your business are profiled in *Inc.*, *Fortune* or *The Wall Street Journal*.

But it is not wishful thinking that these achievements can be made. You are well educated. You are considered an expert in your respective field. You work hard. And you display an ideal blend of hustle and patience. In short, your actions and attitudes make achievements inevitable.

And it is not a fiction that these will be accomplished despite amazing obstacles. Business is tough. Your clients or customers are continually being pursued by competitors offering something bigger, better or cheaper. Great ideas on which to capitalize seem fewer and farther between. No doubt whatever you do will be done against incredible odds.

It is a fantasy, however, to believe that these hard-fought achievements could ever be attained alone. In fact, nothing we have ever done has been achieved alone. Rather, each step of the way – whether you knew it or are willing to admit it – your network provided assistance.

Perhaps a friend made an introduction that led to a new client. Perhaps a client sent you an article that gave you that wonderful, money-saving idea. Perhaps a colleague has a brother-in-law at a major publication who just happens to be looking for your unique story.

We do nothing alone. Our networks are truly the source of all of our accomplishments, achievements and milestones. Knowing this,

how can we tap into our networks to obtain more or accelerate these successes? Simple: Just ask.

Ask your network for anything that can help you. Ask for those key contacts that lead to new clients, vendors or employees. Ask for information related to your competition or industry. Ask for advice or ideas to advance your career, your business or personal life.

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Despite this simple formula for advancement, many of us are reluctant to access our networks. We rationalize that asking of our network is merely a cry for help or an admission of weakness. In reality, this is not true. Approaching our networks for assistance should be considered a declaration of our desire to succeed.

Still others of us are reluctant to tap into our networks because this might be an imposition on our friends, relations or business colleagues. Again, this is not true. The truth is that our networks are both interested and eager to help us. The reason we do not get more assistance is because our friends, relations and business colleagues are not aware of what we need.

Our networks do not fail us. Rather, we fail – fail to make friends, relations or business colleagues aware of how they can assist us.

To avoid this failure, we need to determine what we hope to achieve or accomplish and then ask our networks for assistance in fulfilling our ambitions. Here are some examples:

- Gina Weisenbarger (Senior Account Executive, Telecomm Industries, Columbus, OH) added individuals to her client base by asking current clients for names of prospects.
- Dan Meyers (President, Frostop Beverages, Inc., Hopkins, MN) launched a brand of specialty soft drinks by asking distributors for names of bottlers with excess production capacity.
- Jim Brouwer (President, THINK Communications, Cincinnati, OH) obtained funding for a new business venture by asking colleagues for names of potential investors.
- Cort Maleike (Regional Sales Manager, Price Manufacturing, Inc., Glendale, AZ) found his current position by asking all his contacts in the furniture and bedding industry for potential leads on employment opportunities.

Next time you are reluctant to access your network – whether to review a resume, to meet a new client, locate industry information or whatever – remember this: If you ask for assistance, you are guaranteed a chance to get it.

In summary, Dare To Ask.

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