

WHY ARE WE DIFFERENT?

Do you find other networking groups too pushy and salesy? We don't have targets, keep records of business passed or pressurise you to refer business. Nobody will ever thrust a business card at you while looking over your shoulder at who they can approach next. We are all about nurturing the relationship and not the sale. Our members have budgets and buying power, but they are actively on the lookout for suppliers and trusted contacts to collaborate with, not just prospective clients to sell to.

Is a weekly event just too much time out of your diary? With monthly events, optional seminars and optional online drop-ins you'll have time to develop relationships without putting too much pressure on your diary. Event dates are set well in advance so you can plan around them.

Are you fed up with being the most senior person in the room at networking groups that you visit? The Business Network South Herts was created to fill a gap in the networking market; to be a place where founders of owner-managed businesses and senior leaders from larger companies could network together with like-minded men and women. At last, you can network with other senior people in a relaxed and friendly environment.

Do you feel that other networking groups don't offer the opportunity for you to learn or showcase your knowledge? We run structured monthly events and additional online drop-ins. Currently these are all online. Seminars are one of the key features and attractions of our group. Each monthly networking event starts with an educational seminar where you can learn from someone in the group who is an expert in their field. As a member you can also volunteer to run a seminar, raise the profile of your business and demonstrate your expertise.

Do you find other groups too prescriptive? At The Business Network South Herts, you get back what you put in. We suggest you come to as many events as you can, and all the seminars which are useful to you. If you have the time, our drop-in sessions can be extremely rewarding. We also encourage you to arrange 1:1s with members and visitors whether you see synergy in their offering or simply want to find out more about them and what they do. And of course, you never know who they know. Ultimately, it's up to you how involved you want to get, but we know that the more you put into the group, the more you'll get out.

Do you think that other networking hosts forget about you and your business the minute the meeting ends? At The Business Network South Herts, I am constantly looking to invite visitors and grow the group. I also support members; helping them to grow their visibility by promoting their businesses on LinkedIn, encouraging them to run the monthly seminar, talk about their successes within the group and raise their profile on the News page of our website.

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