



CAPRICORN

...it's just easier!™

Other resources in step 8a:

- You need to get out more – the full story

You need to get out more!

Working in the vehicle repair industry is one thing – being actively involved in the industry is something entirely different. Involvement is what separates successful businesses from plodders.

Networking might be a buzz-word, but it is a critical element to success. It's just a fancy word for getting out and about. It's socialising, but with purpose.

Networking is quite often confused with selling but it's more about building long-term relationships and a good reputation which will cover two angles – growing your customer base and building relationships with others who can help you in your business.

This implies getting out and meeting people who you might be able to help, and who can potentially help you in return. A network includes everyone from friends and family to work colleagues and members of groups to which you belong.

There is so much involved in running a successful workshop these days, that it's essential to have a network of friends and associates from whom to draw energy and inspiration.

You will find that if you surround yourself with people who share a similar ambition and drive, you will all move forward as a group. When everyone is engaged, the magic starts to happen.

Networking is about sharing, not taking.

It is about building trust and helping each other to reach goals. And it's a great source of new ideas.

Once people in the same industry start exchanging information on challenges, experiences and goals, it is amazing how insights that might have been totally foreign to you before, will now pop into your head. It works in reverse too. Offering helpful ideas can enhance your reputation as an innovative thinker.

An important part of networking is being visible and getting noticed. Regularly attending training and social events will help and you can then build your reputation as knowledgeable, reliable and supportive by offering useful information to others.

Expanding contacts can open doors to new opportunities for business, career advancement, personal growth, or new knowledge. Active networking will keep you top of mind when opportunities arise and will increase your likelihood of receiving introductions to potentially relevant people.

If you don't network, how can you keep up

There was a time, not that long ago, that a good mechanic or technician could fix almost anything on any make of car. Not any more.

Workshops which don't network cannot prosper, or perhaps even survive today.

The greatest place to start networking is a training event. It doesn't matter how much it costs to attend, the benefits multiply way beyond the initial outlay because of the people you meet and the valuable contacts you make. Learning about new repair techniques from fellow technicians or experienced peers and staying abreast of industry developments are tangible assets of networking that you just can't buy anywhere else.

Knowledge is power. Networking will expand your technical and business knowledge and help you and your business grow.

So start getting out more and watch your business grow.

The place to start is www.tatbiz.net.au/capricorn.

Just go for it!