



THE NETWORKING INSTITUTE  
PERSONAL BRANDING - RELATIONSHIPS - INCREASING SALES

# THE TOP 10 NETWORKING CHAMPIONS TIPS!

Humbly presented to you by Basile Lemba,  
The Networking Institute Founder (CEO)

You can discover more at <https://www.blnetworking.net/freesession.html>



**BASILE LEMBA**  
The Networking  
Institute Founder  
(CEO)

571 - 263 - 4190

[basile@basilelemba.net](mailto:basile@basilelemba.net)

1. The definition of society is "Human beings and their relationships" whichever way one spins it. Networking then sits squarely on top of it as "Networking" is what brings about relationships.
2. The quality of your life is proportionate to the quality of your networking.
3. Each subject must have a CLEARLY stated purpose. All right. Then what is the purpose of "Networking"? The purpose of Networking is to create acceptance. And by acceptance, we mean "A favorable reception".
4. The Networking Science: "Per the statistics, of all the persons you meet, only 1 out of 10 on average, becomes your customer. 1 out of 10! The entire science of 'Networking' then is 'How do you handle the remaining 9.'"
5. Every science has fundamental laws, axioms, rules it is based/built on. Here then are the two cardinal rules of "Networking".  
"The cardinal rules of Networking are:
  1. Be interested and
  2. Always put your personal interests last."
6. The definition of Networking: "What is Networking". Even dictionaries are struggling with this one. Here is a workable one:  
"In SALES, one moves one's product(s) or service(s) in exchange for money.  
'In NETWORKING, everything one does is so as to help the other person makes money or achieve their goals.'"
7. "How does Networking differ from Marketing?  
They are two different and distinct subjects.  
The essence/keynote in Networking is 'Be interested'. Whereas the essence/keynote in Marketing is 'Be interesting'.  
You start with Networking."





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8. "How do you get customers? The way you get customers, or the business development cycle has 3 steps:
  1. Networking
  2. Promotion and
  3. Sales.In networking, you create acceptance.  
In promoting, you create a desire for your product/service.  
In selling, you simply collect the money."
9. How do you properly follow-up? What is "Follow-up" to begin with?  
Here is a good one from the dictionary:  
"An action or thing that serves to increase the effectiveness of a previous one, as a second or subsequent letter, phone call, or visit".  
The art of Follow-up then consists of planning the second action you will take before the one you are about to do.  
Much like in a chess game where you need to know the move that follows the one you are about to take.
10. The Networking Triangular System. Understanding AND using the Networking Triangular System can dramatically increase your effectiveness. You want to meet Joe but do not know him. Bill knows Joe and YOU. So, you would then ask Bill to properly introduce you to Joe. Joe then will see you in a different/better light, most probably a better one than if you just simply went straight to him by yourself. Done well, it could make a difference between reaching your goal(s) or not. Do not omit the last part i.e., thanking Bill for taking the time to introduce you to Joe.

