

Cracking the Networking CODE

4 Steps to Priceless Business Relationships

with Author & Franchise Speaker,
Dean Lindsay

You can't achieve your best in business without learning the all-important art of connecting.

Dean Lindsay's *Cracking the Networking CODE* presentation, based on his best selling business book ***Cracking the Networking CODE***, is filled with fresh insights and practical tips on how to build meaningful, profitable, win-win relationships for your franchise business and your life.



Cracking the Networking CODE is recommended reading by the United Professional Sales Association and Profit magazine.

Franchisees & Franchise Sales Professionals will discover:

- The Top Ten Benefits of Networking
- 37 Questions for Defining a Powerful Networking Plan
- The Way around a 'Do Not call' List
- 16 examples of Proven Places to Network
- 16 Tips for Running a Successful Trade Show Booth
- 9 Strategies for Opening Face-to-Face Relationships
- 6 Often Overlooked Networking Strategies
- 20 Quick Tips for Delivering Solid First Impressions
- Insight on Business Cards and Note-taking

Whether you have a black belt in business growth through connecting or are completely new to the concept, you will enjoy Dean's humorous yet highly practical approach to meeting, connecting, and developing long-term relationships with others.

"Perhaps the most powerful way to leverage and multiply your talent and ability is by expanding your personal and business network. This book shows you how." - Brian Tracy, World Renowned Sales Trainer
Author, *Getting Rich Your Own Way*

