



April 18th Sales Seminar 13th Annual Networking Extravaganza *Is Your Net Working? with Suzi Benoff*



SUZI BENOFF

The art of networking: it's a DC thing. It's more than a buzz-word; it's how things are done! Are you already successfully using your networking skills to make contacts, get business (or personal) leads, advertise your business, get clients, get referrals, and get more money? Are you producing results at maximum effectiveness? Networking is the hottest game in town... are you playing?

At the 13th Annual Networking Extravaganza, you can get your feet wet by applying what you know and learning new ideas, attitudes, and techniques for securing your net and making sure it's working for you. We all have a net, similar to the strands of a spider's web, that reaches out and connects us to many people. We can choose what to do with this net to maximize these connections for the mutual benefit of all involved. Are you caught in your own net? Are your strands weak and tangled, knotted and broken in places? Have you been net-working or net-not-working all these years? Is your net becoming a multi-dimensional, organic structure with a life of its own? Are you accepting full responsibility for the happenings in your net? Do you even know if your net is working? What do you want it to do for you? Do you have clear goals and intentions and a strategic action plan for fulfilling those goals? How are you holding yourself accountable for achieving those goals?

As women, we are naturally driven to create and nurture relationships. Our very identity is formed in relationships. This tendency allows women to excel as master networkers. If we work together, we can work smarter rather than harder. Take an honest look at the people in your net. What have you done for them? How much do you know about what they are up to in their lives? Examine the strands of your net to see if the threads are strong, knotted at the intersections for reinforcement, forming a solidly interconnected system. Where do you need reinforcements? Where are the connections netting on their own to form spin-off networks? Women are the world's natural networkers...are we conscious of this? Are we responsibly accepting the challenges of this role? Are we selflessly connecting the world, or are we selfishly exploiting our resources?

We know a lot about networking already. NOW is the time to apply what we know and to learn what's missing. Suzi Benoff, a business consultant, high-performance coach, and professional trainer from Innovative Leadership International, will talk to us about the Nine Mindsets of Networking on April 18th. Bring your business cards, and prepare to play!

Monthly Sales Seminar Announcement

April 18th
May 16th
June 20th

5:30 p.m. - 6:30 p.m.
Informal Networking & Dinner
Program 7:00 p.m. - 8:00 p.m.

(See preview of the monthly
seminars on pages 1 & 4)

LOCATION:

Sheraton City Centre
1143 New Hampshire Avenue, NW
Washington, DC 20037 (Hotel is
located at the intersection of New
Hampshire and M St., NW, between
Washington Circle & Dupont Circle;
Metro: Foggy Bottom or Dupont Circle)

COST FOR SALES SEMINARS:

\$15.00 Members with reservations
\$20.00 Guests and members
without reservations
\$ 5.00 Parking (at hotel or in lots
on M St.)

RESERVATIONS:

Please call 703/538-4390 at least 3
days in advance to make a reservation
to attend the monthly sales seminar.
Leave your name on the voice mail.

GUEST POLICY:

Non-members may attend 2 meetings
prior to joining NAPS-DC.