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A Network of All Weather Friends by Gary Ernstzen

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Businesses are often made or marred at the planning stage. Before you launch a product or service, you need to survey the market thoroughly with expert help from independent professionals. Once you are equipped with the knowledge of market trends, you would know what sells and what doesnâ€™t. A smart move would be to launch the products or services with the greatest demand but least competition. If you think that you are on your way to business stardom, and the first million is around the corner â€“ it is not quite really. A good business network is crucial. With each regular business network meeting, you get to know your partners better. Often, clients are found within the business network.

Before you make your product, you have got to plan how to sell it. The best product and service in the world is worthless until it is sold at the right price. Often, a client is ready to buy a service; the vendor is ready with the service offering, but the connection between the two does not happen. This is the paradox that haunts most new businesses. That is why most businesses are stillborn. They are dead before they are launched. The business network is imperative to be set up. How to set up a marketing network, such that your business gets the maximum exposure to the potential client? Advertisement is expensive. Print and TV ads do not come cheap! Banner ads in websites may be looked over. Look for the best way to reach the customer â€“ it need not be expensive.

There is a smarter way. It is the oldest way of attracting customers. It is called word of mouth. Word of mouth, also called referral, never goes wrong. When you are the buyer, you tend to believe a referral from a person you know more than an advertisement. Same is true when you are the seller. You tend to attract more customers when your ware is being talked about in effusive terms by your customers to their friends and family. You attract more customers this way than any advertisement would get you. The best way to a successful business is to be part of a network of businesses which all recommend you.

The WCN, or the West Coast Network, is one such network. It is a group of businesses which have come together to find success collectively. Business services in Table View would reveal that more than forty different services are covered in their service bouquet. How does it work so successfully? Imagine a situation where there are a hundred business houses. Suppose each of them has one customer. Each of these businesses refers their network partners to their standing client. Each client buys from all the other businesses. In no time, each of the hundred businesses has a hundred clients each. Ingenious, but it is essentially a simple marketing tool. You donâ€™t spend anything; all you have to do is refer your customers to your network partners.

Be smart, develop your business network and follow the path of successful entrepreneurs!

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To know more about the a Business services and business networking in West Coast, visit wcn.co.za, where you will get an extensive arrangement of necessary information on a business referral networks and business network meeting.

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