



## ***Commentaries and Insights from Allawos & Company***

*September, 2014*

### ***“International Business Networking”***

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Want to know how to find people who will serve as walking, talking advertisements for your business?

Indeed, effective business networking is one where trust and relationship building is the key to linking together individuals to further extend the reach of your business and in the process tap a bigger portion of the existing market.

*Below are some tips to help you do just that:*

#### ***Keep an Eye Out for Potential Business Resource***

Well, this shouldn't be too hard to do, practically every single person you meet – whether in the office, at a luncheon, or in one of your social activities – is a potential resource for your international business networking.

Of course, this translates to always bringing your business cards with you wherever you go and NOT relying on your significant other to have them. Who knows? You might meet someone at a friend's gathering that might turn out to be a valuable contact, although if you have to be precise about it, in international business networking, all contacts are valuable contacts.



The following is the most important and the most underutilized; taking time to know both professionally and personally your current or potential customer or business partners. The old adage

applies “you fear what you don’t know or understand”, Restrain yourself in wanting to get that contract signed “yesterday”. The stronger you build a foundation of trust and understanding the better and more successful the business arrangement will be.

Once you have built your strong relationships, ask and get referrals to leverage your hard work and patents.

#### *Set a Goal Prior to the Event!*



An important point of contact for those engaged in international and domestic business networking is an event where potential business resources will gather. As they say in international business networking, “it’s not what you know; it’s who you know.” Thus, finding contacts is the key to success in your networking business.

However, before you set out for the event that could change the face of your business, you need to figure out who will be in attendance. That way, you will know beforehand who you want to target and what you would like to take away from the event. Remember to utilize our suggestions from our earlier news letters on how to properly develop an effective “elevator pitch” at [www.allawosandcompany.com/news](http://www.allawosandcompany.com/news). This will help ensure that you remain focused on a specific goal and succeed in finding the right people who will be receptive to your international business networking idea.



#### *Be Positive and Enthusiastic!*

Nobody likes to be rejected. That much is true. However, if you are too afraid to even try, you may end up wasting the entire event away, then an international business networking deal or business opportunity in general may not be for you. For this to work, you need guts, patents and a great deal of positive energy and charm – one that people can feel every time they are around you. If you exhibit a lot of positivism and enthusiasm about your ideas, then it would be harder to resist what you have to sell.

#### *Spend Time with People You Don’t Know!*

In international business networking, it’s all about making contacts. How can you make contacts if you spend all your time with people you are already acquainted with? While it is okay to spend some time with people you know, you also need to meet new people whom you can introduce you and your services to others.

#### *Mind your manners:*

Regardless of the many worldly cultures and habits, you can never go wrong in being polite and respectful. You will also be representing your country that will leave a lasting impression. Don’t make it hard for those that may follow.



### Newsletters and communications:



When communicating with your international customers/potential international customer, take care in not being overly complicated or lengthy in your communiques. Most often they are translated which takes time and resources as well as may lead to miss communications.



### International resources:

Many international consulates, embassies and departments of state have programs designed to enhance networking opportunities or targeted opportunities. In the United States there are also Protocol offices located usually in most large cities, counties or States. A good starting point for international business development and networking is [www.state.gov](http://www.state.gov).



Keeping an eye out



Spending time with people you don't know



Setting goals



Mind your manners



Preparing the pitch and being prepared



Newsletters and communications



Be positive and enthusiastic



Utilize international resources

## About Allawos and Company, LLC

Allawos & Company is a comprehensive global business-consulting firm, tuned to enable organizations to identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

Whether in corporate development, strategic planning, alliances, market development, diplomatic engagement or manufacturing optimization, our team is focused on client-specific value creation.

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