SALES

Humanize Your Sales Strategy — Networking

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How can you generate more leads and convert more sales through networking?

I recently watched an inspiring interview between Joe Polish and the renowned Harvey McKay. Harvey, known for his McKay 66—a set of 66 questions designed to deeply understand and humanize the client relationship—emphasizes the importance of truly knowing your clients as individuals.

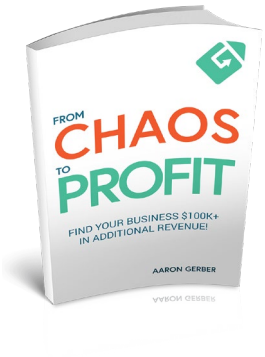
Harvey's approach when meeting people is to focus on one key question: "What can I do for this person without expecting anything in return?" This philosophy of helping others first, without expecting immediate benefits, often leads to mutual gain.

Networking, in my experience, is about maintaining relationships with both current and past associates while also forging new connections. Showing genuine interest in others, truly listening, and offering help without expecting anything in return not only fosters great friendships but also creates lasting business relationships that are generally mutually beneficial.

Key takeaways:

- **Find a mentor.**
- **Be a mentor.**
- **Help others achieve their goals.**

The results? Personal satisfaction and business growth.



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