

Quality Versus Quantity Self Test

Remember the fable of the tortoise and the hare? The hare was so busy with the quantity of his travels; he paid no attention to the quality of his travels and wound up losing the race. In Networkling, happiness is NOT an over-stuffed Rolodex!

Rate the effectiveness of your current network. Reflect for a moment on the individuals in your current network. Complete the following exercise to assess the current effectiveness of your network.

- I. Quantity – Rate today’s level of activity with your exchanges on a scale of 1-5 (1 being lowest – 5 being highest).
1. Attending organization meetings to locate new referral sources _____
 2. Involving yourself in outside activities (sports, hobbies religious activities, etc., that involve others) _____
 3. Making calls to new contacts to create referral source relationships _____
 4. Reading articles to identify influencers and potential referral sources in niche markets _____
 5. Asking current contacts to recommend potential referral sources _____
 6. Spending time planning the development of your referral source base. _____
- II. Quality – Rate today’s level of quality with your exchanges on a scale from 1-5 (1 being lowest – 5 being highest).
1. Attending organization meetings to locate new referral sources _____
 2. Involving yourself in outside activities (sports, hobbies religious activities, etc., that involve others) _____
 3. Making calls to new contacts to create referral source relationships _____
 4. Reading articles to identify influencers and potential referral sources in niche markets _____
 5. Asking current contacts to recommend potential referral sources _____
 6. Spending time planning the development of your referral source base. _____

If you found your Quality score was lower than your Quantity score, you need to change your focus. A feeling of dissatisfaction can actually be a starting point toward building better Networkling skills. If you take action to improve your current status, it leads to change.

For more information on Networkling call us at (312) 421-4213.