

The KLT Factor! Do you have it?

Does your neighbor have it? Does the guy or gal down the street have it? Who has it? What is it? Do you have the KLT factor? What??? THAT'S right the KLT factor? I'll ask, again. The KLT factor? What is the KLT factor?

Well, first let me explain. What are most people in business talking about today? I have found its Networking. Networking seems to be the rage. Who is blogging, Who has a face book profile, who is on Linked-in, Who's tweeting? and the list goes on and on..

What is the common denominator here- It's the KLT factor? The Know, Like and Trust factor. There are numerous avenues in which to reach people now a days. However, I believe the common denominator with all of them is: Do you Know them? Do you Like them? Do you Trust them?

On some level you have to feel comfortable to connect with them. That is where networking comes in- and being exposed to someone to be comfortable enough to provide them with an introduction not just a referral to someone who might need their services. I say an introduction as opposed to a referral- They are two very different things. I would like you to think for a moment. If someone you "know" says : I would like to introduce you to so and so.. I think that the two of you have XYZ in common and might be able to work together that is an introduction. On the other hand, If I just give you the name and number of someone I know and say give Mary a call- the two of you might have some things in common. But, honestly without the "KLT factor" being present- the two of you will probably not talk or if so, it will not go far.

How is the "KLT factor" grown? Think who do you resonate with? Who do you see on a regular basis? What same business functions do you see the same people at? Seeing the same people provides a sense of reassurance- They are true to what their title portrays and they are consistent. Two excellent features towards the "KLT factor". Next have you set up a one-to- one. What , is that you might ask. It goes by a couple of different names- one to one, b2b- essentially you or the other person requests a face to face either over breakfast, or coffee and you learn about each other's business. Another, excellent example to put the "KLT factor" into place- when you take the time to learn about another's business inevitably you will start to think of whom you might be able to put them in contact with- providing them and perhaps yourself with a new business partner.

So now you have gotten to know them, you most likely like them, and over the next couple of months if you continue to see them on a regular basis- the trust factor will be built. Providing you and others with an ever expanding cache of opportunity.

The same is true for all of the online opportunities- take your time if you haven't explored the world of Face book, Twitter, Linked-in- they are all great tools. Decide what online presence you might like to have and start slow- there are a number of books that you can either get from the library, on-line or grab one of your kids or nieces or nephews to help you master the basics- After which, I believe it will come easier. Not everything is for everybody- but the world through technology is becoming bigger and better each day, and I look forward to seeing you on the Web- to engage with and get to put in place the "KLT factor". Have a Great Day!

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