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# **Benefits of Networking as a Trade Contractor**

### By Kaiya Barrett

We've all heard the saying, "It's not always about what you know but who you know." As a trade contractor, in an unpredictable economy, it may make more sense to say," It's always about what you know and who you know."

Your ability to network with other construction industry professionals should be as detailed and precise as your skilled trade. There are several ways to network and discuss business, face-to-face or digitally. Attending conferences, professional events, and webinars are just a few ways to meet your peers and exchange information. Once you reach a certain level of success, your reputation will garner positive or negative word of mouth to pass around the industry. So, treat every meet-up as a future opportunity.

Think of networking as a key pillar of your business and its overall success. There are many ways to build and maintain relationships in the construction industry, and we will go over the how and why behind it.

The Networking Company to Keep

Former employers, coworkers, and contractors are all people you can come across again in future projects. In an industry where everyone knows everyone, maintaining healthy relationships with contacts from the past could become a benefit for the future

Another tip is to think of networking outside of work. You could make great contacts standing in line for coffee, waiting for an oil change, or at your child's school function. It's not a bad idea to have an elevator pitch ready to go for a brief interaction. The elevator pitch is a to-the-point, high-level view of what you do and how your services make a difference in construction projects.

### Networking Has Its Benefits

Going through the process to attract and win new business involves a large amount of networking and building relationships. Outside of growing your project pipeline, there are several reasons to improve your networking skills.

1. Let people get to know you. Taking a construction project from start to finish is a team



effort, where top-notch attention to communication and relationship building is required. People must learn about your brand and company history to establish a good working relationship from the start. Let the industry see who you are and what sets

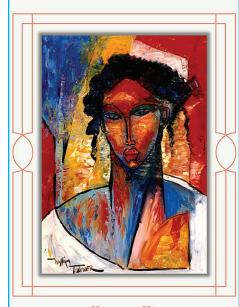
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Many bidding opportunities are available: elevator/escalator subcontractors, elevator/escalator maintainers, electricians, plumbers, HVAC subcontractors, architectural finish subcontractors, rebar installers, structural steel installation, miscellaneous metals installation, concrete suppliers, site work, utility work.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Aislinn.Speranza@skanska.com • EOE/M/F/Vet/Disabled

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Edwards Unlimited is an award-winning media production and leadership development business enterprise. Our company is dedicated to helping corporations, entrepreneurs and nonprofit organizations celebrate their successes and share their vision with the world through high quality video production, media/ presentation training and strategic communications. President & CEO Janice Edwards is an award-winning talk show host, Emmy-nominated producer, coauthor of the international best-seller Step Into Your Brilliance, an in-demand MC, and an acclaimed contributor to community empowerment through her media work.

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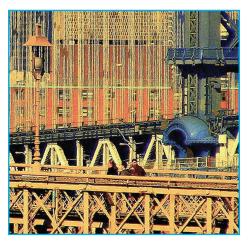
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### NORTHEAST EVENTS FOR YOUR BUSINESS





SBA and SOS Monthly Webinar Thursday, August 3, 2023, 9:00 am-11:00 am Online

Main Sponsor(s): US Small Business Administration, New Hampshire Secretary of State Corporation Division

#### Contact: Miguel Moralez, 603-225-1601, miguel.moralez@sba.gov

Fee: Free; registration required Starting a new business? Looking for capital and finance options? Looking for general advice on starting or maintaining your business? Hear from representatives from the local SBA office and the New Hampshire Secretary of State Corporation Division. This workshop (currently held online during the pandemic) is offered on the first Thursday of every month. To join this free webinar, copy and paste the link below into your browser, then register for tickets for the date of your choice to receive the access code. https://www.eventbrite.com/e/secretary-ofstate-quickstart-and-small-business-administration-programs-tickets-262004180557

#### 8(a) Orientation and SAM Registration Webinar Wednesday, August 16, 2023, 10:30 am-11:30 am Online

Main Sponsor(s): US Small Business Administration Contact: SBA Illinois District Office, 312-353-4528, illinois.do@sba.gov Fee: Free; registration required Join the Small Business Administration (SBA)

Illinois District Office for a virtual workshop providing an overview of the 8(a) Business Development program, eligibility requirements, and program benefits. Also learn how to increase your potential for federal contract opportunities through System for Award Management (SAM) registration, including information that you need for the registration process. SBA presenters will offer addional tips, address FAQs, give directions on where to get further assistance, and answer your other questions. To register for this free webinar, visit https://www.eventbrite. com/e/8a-orientation-sam-registration-tickets-518989961947

#### Selling to the Federal Government Webinar Thursday, August 24, 2023, 1:00 pm-4:00 pm Online

Main Sponsor(s): US Small Business Administration Contact: George Tapia, 610-382-3086, george.tapia@sba.gov

#### Fee: Free; registration required

Did you know that the federal government is the largest purchaser of goods and services in the world? Interested in learning how your business can market your services or goods to the federal government? Register on line at https://www. eventbrite.com/e/how-to-sell-to-the-federalgovernment-tickets-21790713611 SBA helps to ensure small businesses get fair opportunities to share federal government prime contracts. Topics will include: How to Register, Small Business Certifications, Finding Opportunities, Marketing Your Firm, Federal Supply Schedules, Getting Paid, Tips to Prepare Your Offer, How to Seek Additional Assistance. All training sessions are held via Microsoft Teams Meeting. Participants must ensure Microsoft Teams is functioning.

### **CORPORATE OFFICE**

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