

the121businessnetwork

connecting you to businesses



# 121 – The Concept

- Launched in 2009 in the knowledge that online networking was transforming the business world, the 121 business proposition was based on a couple of questions: who do you network with and how do you get the time to do all the ground work that networking requires?
- We created a solution: we do the networking for the users. You and/or your business join our network and we do the connecting for you.
- Offering a concierge service to businesses, 121 connects you to the businesses that you want to be connected with.
- Less than 2% of the people on LinkedIn actually use it on a regular basis (i.e. every day). Of the 2% who do, they often have 500+ connections. Spot the problem?

# 121 – The Experience

- The problem with some networks is that they are populated by millions of users and finding the right contact can be the equivalent of looking for a needle in a haystack, there's one person or company who will be great to get to know but there are tens of thousands you've got to look through.
- Imagine you now have a concierge who gets to know you and your business and what you are looking for. They can get you to the right place or right person with speed and precision.
- That's what we've invented; a web site that networks and connects, quickly and effectively, one where we do the work for you.
- Would you rather commit time, money and effort to go and attend networking events where you may find a useful contact? Or utilise 121's approach, which makes networking your business easy and connects you to the correct contacts for your business at your convenience.
- Simply explain to 121 what your business offers, who your ideal business connections would be and 121 will network your business for you, whilst you can concentrate on the day to day running of your business and also benefit from your 121 connections.

# What business sector are you in?

121 has connections in many different areas of business, allowing you to network with who you wish. If we don't have contacts that meet your requirements, we will find those connections for you!



# 121 – The Package

- A dedicated connection team who will run through a thorough profile of your business with you & network your business to your desired contacts and existing 121 business members.
- A sophisticated, intuitive online platform allows you to promote your business, sell your proposal to other like minded businesses & find new useful contacts.
- The ability to promote special offers, chat online, advertise events, advertise jobs, sell goods & create your own sub networks and much more.
- There are no requirements to attend any events but the opportunity to communicate virtually at your convenience.
- And all this value is available for £170 + VAT.

Our purpose is simple...

We exist to connect businesses to businesses so that they can work together in a mutually beneficial way.

## Additional Benefits

121 Links, a new way to get your Business known to the world and it's free to all businesses.

121 Links have designed an easy to use “widget” that is placed strategically at the footer of your e-mail and lists your selected business contacts.

By utilising the power of e-mail and your own business connections, you can promote not only your business but also those that you have selected

The main benefit comes from the businesses you've listed on your 121 widget – replicating a 121 Link back to you via their **FREE** widget and sending e-mails.

### What are the benefits?

- It compliments the 121 Business Network
- You are in control of the businesses appearing on your widget
- Choose from a range of stylish 121 icons
- Let your business buddies “advertise” you on a daily basis and vice versa
- Have more people visiting your website with a potential increase in enquiries



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