

NETWORKING AS AN ASM MEMBER



**Associated Subcontractors
of Massachusetts**

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NETWORKING



Building Relationships the Right Way

Networking within ASM is about building genuine, long-term relationships—not collecting leads or pitching services. Our members value ***authenticity, trust, and meaningful conversation.***

The guidelines below outline how to network effectively and respectfully as an ASM member.

Attend Events and Engage Naturally

ASM events are designed to foster real connections among members. They are **not** opportunities to hand out business cards indiscriminately or gather names for future sales outreach.

- Attend events with the intention of participating, listening, and learning.
- Start natural conversations—ask questions, show interest, and be present.
- Let connections develop organically instead of forcing business discussions.

Be a Consistent, Visible Member

Strong networking comes from consistent participation.

- Attend enough ASM events that members recognize you as an engaged and active participant.
- Aim to be known for contributing to the community, not for searching out leads.
- Members are more likely to trust and connect with people they see regularly and interact with authentically.

Focus on Relationships, Not Sales

Meaningful networking happens when the conversation isn't centered on what you do or what you can sell.

- Avoid turning conversations into pitches.
- Don't immediately talk about your services, products, or offers unless it naturally fits the discussion.
- Get to know members as people first—relationships come before opportunities.



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Respect Member Privacy

If you become an ASM member or premium sponsor, or support one of our individual events:

- You **will not** receive attendee or member lists.
- You **will not** receive contact information for follow-up sales or marketing.
- You **will** have access to select event registration lists that are made publicly available.

ASM members want to build connections based on trust—not be added to outreach lists or sold to without consent.

Respect Interest Levels and Boundaries

If you reach out to an ASM member you've gotten to know and inquire about their interest in your service or product:

- Listen carefully to their response.
- If the interest isn't there, respect their position and discontinue the conversation on that topic.
- Continuing to pursue someone who has expressed disinterest can damage trust.

Failure to respect these boundaries can negatively impact your reputation within ASM and may result in members choosing not to engage with you in the future.

Networking Dos and Don'ts



- Attend events regularly and participate genuinely
- Engage in conversations that are friendly, curious, and respectful
- Build relationships over time
- Listen more than you speak
- Respect member privacy and personal boundaries
- Allow business discussions to happen naturally, when appropriate



- Treat ASM events as lead-generation opportunities
- Push your products or services into every conversation
- Ask for or expect access to member or attendee lists
- Continue sales conversations after a lack of interest is expressed
- Use ASM membership or sponsorship as a sales entitlement

In Summary

Successful networking within ASM means:

- **Showing up** consistently
- **Engaging** in genuine conversations
- **Respecting boundaries** and privacy
- **Valuing relationships** over transactions

When members feel respected and not sold to, strong professional relationships naturally follow.