

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

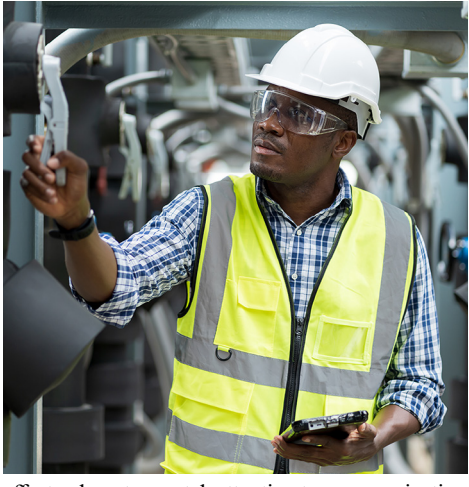
Former employers, coworkers, and contractors are all people you can come across again in future projects. In an industry where everyone knows everyone, maintaining healthy relationships with contacts from the past could become a benefit for the future.

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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Federal Contracting: Woman-Owned Small Business (WOSB) Certification Program Webinar Tuesday, August 19, 2025, 1:00 pm–3:00 pm CDT Online

Main Sponsor(s): US Small Business Administration

Contact: Patrice Dozier, patrice.dozier@sba.gov

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SBA is creating a space for Woman-Owned Small Businesses, via WOSB certification!

8(a) Orientation and SAM Registration Webinar Wednesday, August 20, 2025, 9:30 am–11:00 am CDT Online

Main Sponsor(s): US Small Business Administration

Contact: SBA Illinois District Office, 312-353-4528, illinois.do@sba.gov

Fee: Free; registration required

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