


"Turning Networking Into Net Worth"
Making Networking Worthwhile and Profitable

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Agenda



- ✓ What Is Networking?
- ✓ What Networking Is & Is NOT
- ✓ Why Is Networking Important?
- ✓ "But I Don't Have Time!"
- ✓ Networking Is a Process: Before, During & After
- ✓ Tips #1 - #10
- ✓ Conclusion
- ✓ Action Steps: 3 Things to Implement Immediately
- ✓ Reading Material for Self-Education


ALL NETWORKING EFFORTS CAN LEAD TO SALES!!

What Is Networking?



Networking is a personal process and an effective marketing tool for meeting people, gaining information and building professional relationships over time. These relationships provide mutually beneficial connections that lead to new business opportunities. Networking should be a lifelong process and approached strategically for optimal results. (TZL)

What Networking Is & Is Not




Networking is:	Networking is NOT:
<ul style="list-style-type: none">❖ Making contacts❖ Getting to know people and developing relationships❖ Exchanging business cards when there is a reason to stay in touch.❖ For people who are motivated to accomplish their goals❖ A blend of attitude, habits and skills; a way of life❖ A time-saver❖ Persistence and patience❖ Appropriate for all personality styles	<ul style="list-style-type: none">❖ Selling❖ Impersonal❖ Passing out business cards❖ For people who "need help"❖ Another "thing to do"❖ Time consuming❖ Aggressiveness❖ Only for the outgoing

Source: partially extracted from *People Power*, pg. 26

Why Is Networking Important?


- ❖ Helps you to get better known and recognized.
- ❖ Gives you the opportunity to gain new referral sources.
- ❖ Helps you to learn new information and gather intelligence.
- ❖ Helps you to become aware of new marketing opportunities and tie in existing marketing initiatives.
- ❖ Builds your professional contact base.
- ❖ Helps create warm leads to convert to new business.
- ❖ Assists in reaching your professional financial goals.



"... But I Don't Have Time!"



- ❖ **Be strategic with your schedule:** breakfast, lunch or evening events – What realistically works best for you?
- ❖ Consistently and regularly, **make networking events a part of your calendar**, just like client appointments.
- ❖ **Track your networking successes** in order to motivate yourself to make time.
- ❖ Remind yourself that your **competitors are "making time"** for networking.
- ❖ Once you **see the true value of networking** to help increase your business and then become committed, you will make time.
- ❖ Once you **create a "process" or "system"** it will help you become more efficient, effective and ultimately save you time.




Networking Is a Process: Before, During & After

Networking is a process, it's fluid and on-going. There's more to it than the actual networking event. In order to see opportunities surface down the road as a result of that one event, there is work to do before (B), during (D) and after (A) the event itself.

The 10 tips to follow can also be viewed as **steps** for networking, that will help you be more productive and effective.

Before: Plan & Preparation					During the event			After: The Follow Up	
TIP #1	TIP #2	TIP #3	TIP #4	TIP #5	TIP #6	TIP #7	TIP #8	TIP #9	TIP #10
B	B	B	B	B	D	D	D	A	A



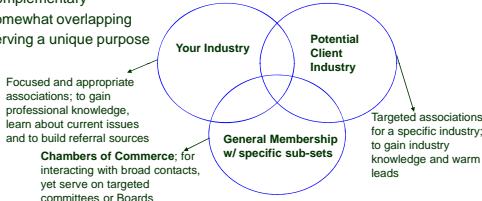
Networking Tip #1 Know What Kind of Business You Want

- Who is your ideal customer/client? Ideal piece of business? which ones are most profitable? most professionally challenging? most realistic to replicate?
- Who are your current referral sources and who would you like to add?
- What industry group do you have the most experience and/or most interest in tapping into?

TIP #1	TIP #2	TIP #3	TIP #4	TIP #5	TIP #6	TIP #7	TIP #8	TIP #9	TIP #10
B	B	B	B	B	D	D	D	A	A

Networking Tip #2 Choose 3 Organizations to Become Active

- The organizations to which you belong should be:
 - Complementary
 - Somewhat overlapping
 - Serving a unique purpose



Focused and appropriate associations; to gain professional knowledge, learn about current issues and to build referral sources

Chambers of Commerce: for interacting with broad contacts, yet serve on targeted committees or Boards

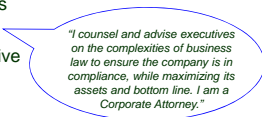
Targeted associations for a specific industry; to gain industry knowledge and warm leads

TIP #1	TIP #2	TIP #3	TIP #4	TIP #5	TIP #6	TIP #7	TIP #8	TIP #9	TIP #10
B	B	B	B	B	D	D	D	A	A

Networking Tip #3 Know Your Unique Selling Proposition

Your USP ("elevator pitch") is your most powerful personal networking tool. When people ask you what you do, you need to be prepared to state it:

- Succinctly and in 2-3 sentences
- Uniquely and descriptively
- In layman's terms, yet impressive
- Include what? who? and how?




TIP #1	TIP #2	TIP #3	TIP #4	TIP #5	TIP #6	TIP #7	TIP #8	TIP #9	TIP #10
B	B	B	B	B	D	D	D	A	A

Networking Tip 3 Unique Selling Proposition Examples

- I counsel and advise people on the complex process of the purchase and sale of property, to ensure sound investments and significant returns. I am a _____.
- I consult with top executives on how to optimize their human capital in order to exceed business goals through a proprietary process I designed. I am a _____.
- I inspire help companies create a sales-service culture, as well as understand and appreciate the concept of selling in order to increase their sales and grow their businesses. I do this through workshops, seminars and speaking engagements. I am a _____.

Now it's your turn -- take a few minutes to begin designing your USP



Exercise


Networking Tip #4 Do Your Homework

- Before attending a networking event, be familiar with the host organization; review website.
- Request a list of the registered attendees; target and research.
- Be prepared with general questions as small talk:
 - Have you ever been to one of these events before?
 - What other organizations in the _____ industry do you belong to?
 - What made you come to this particular event?
 - Are you a member? Has it been worthwhile for you?
- Be prepared with specific questions, per your targeted research.

TIP #1	TIP #2	TIP #3	TIP #4	TIP #5	TIP #6	TIP #7	TIP #8	TIP #9	TIP #10
B	B	B	B	B	D	D	D	A	A

Networking Tip #5

Have a Plan: 3 Objectives




- ❖ Be realistic in what you expect to accomplish at the networking event.
- ❖ Remember you are in this for the long haul and efforts may not materialize immediately.
- ❖ Definable objectives = success, EXAMPLES:
 - ❖ Meet one potential referral source
 - ❖ Gain one piece of valuable industry/business information
 - ❖ Re-connect with a professional colleague
 - ❖ Meet one potential client

TIP #1	TIP #2	TIP #3	TIP #4	TIP #5	TIP #6	TIP #7	TIP #8	TIP #9	TIP #10
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Networking Tip #6

Remind Yourself of the Networking Mechanics




- ❖ Have plenty of business cards and a pen.
- ❖ Silence cell phones and Blackberries.
- ❖ Maintain solid eye contact and smile.
- ❖ Be aware of your body language and personal space.
- ❖ Have a firm handshake.
- ❖ Introduce yourself clearly and repeat the other person's name back to them after they introduce themselves.
- ❖ Be a good conversationalist; ask questions first and listen...then you'll have your turn to talk.

TIP #1	TIP #2	TIP #3	TIP #4	TIP #5	TIP #6	TIP #7	TIP #8	TIP #9	TIP #10
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Networking Tip #7

Be Unfashionably Early



- ❖ If there is a check-in table, scan the name tags for who's expected.
- ❖ Get acclimated: food, drinks, restrooms, seating arrangements, etc..
- ❖ Claim your seat and eat first.
- ❖ Scan the room for people you know and would like to get to know.
- ❖ Refresh your memory of your networking objectives.
- ❖ If you will be a speaker or panelist, introduce yourself to people. This will contribute to the success of your presentation.
- ❖ If you are not speaking, make a point to introduce yourself to the speakers since they usually arrive early as well.

TIP #1	TIP #2	TIP #3	TIP #4	TIP #5	TIP #6	TIP #7	TIP #8	TIP #9	TIP #10
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Networking Tip #8

Maximize Your Time While at The Event

- ❖ Spend 5 minutes or less with each person.
- ❖ Introduce people to one another because this:
 - ❖ helps reinforce the names of people you just met
 - ❖ helps people feel included and
 - ❖ helps open doors for others to actively introduce you to other people.
- ❖ Exchange business cards selectively; QUALITY vs. QUANTITY.
- ❖ Make notes on the back of the business cards you collect.
- ❖ Attend the event with a colleague, but be certain:
 - ❖ you don't stick together the entire event
 - ❖ they know your USP and objectives and you know theirs and
 - ❖ be prepared to introduce your colleague to others

TIP #1	TIP #2	TIP #3	TIP #4	TIP #5	TIP #6	TIP #7	TIP #8	TIP #9	TIP #10
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Networking Tip #9

Follow Up, Follow Up, Follow Up

The action you take after the event is what turns the "marketing" activity into a "business development" opportunity.


1. Within 24 hours, enter information into your contact management "system", from the business cards you collected and send a short email.
2. Within 48 hours, send a short hand written note for extra impact.
3. Within 1 week, respond via telephone and/or snail mail in more detail about what you may have agreed to do for these contacts, such as:
 - ❖ Provide contact information of someone you think they should meet
 - ❖ Provide some information on your company and/or an article
 - ❖ Set a time to get together for lunch

NOTE: Steps 2 & 3 may be combined, if it's a simple follow up

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Networking Tip #10

Make Networking a Consistent Part of Your Professional Life



- ❖ Be certain you have networking opportunities and events on your calendar every week.
- ❖ Maximize your memberships in networking organizations through committee involvement, speaking and writing.
- ❖ Give professional memberships at least two years of honest, active involvement before giving up on its potential.
- ❖ Recognize that every bit of networking you do today is planting seeds for future business development opportunities.
- ❖ Remember that pro bono work, social gatherings and nurturing referral sources are all forms of networking.

Conclusion



- ❖ Networking is a blend of attitudes, habits and skills.
- ❖ Once you create a "system" for networking, you will become more efficient and effective.
- ❖ Much of the **"work"** in **networking** takes place before you attend an event.
- ❖ Be realistic in your networking objectives.
- ❖ Remind yourself of the networking basics: business cards, eye contact and firm handshake.
- ❖ The action you take after a networking event is what turns a marketing activity into a business development opportunity.
- ❖ Recognize that every bit of networking you do today is planting seeds for future business development opportunities.

My Action Plan



What 3 things are you going to implement immediately as a result of this session?

1. _____
2. _____
3. _____

Share some ideas?



Reading Resources

- ❖ *The Networking Survival Guide*, by Diane Darling
- ❖ *People Power*, by Donna Fisher
- ❖ *Masters of Networking*, by Dr. Ivan Misner & Don Morgan
- ❖ *The World's Best Known Marketing Secret*, by Dr. Ivan Misner & Virginia Divine
- ❖ *The Secrets of Savvy Networking*, by Susan RoAne
- ❖ *Networking With the Affluent and Their Advisors*, by Thomas Stanley
- ❖ *"Sales" is NOT a Dirty Word: THE Inspirational Selling Guide for Non-traditional Salespeople*, by Tiffanie Z. Lyon, MBA