

**The Actuarial Profession**  
making financial sense of the future

Pensions conference 2010  
Mark Perl, Kintish Ltd



## Discover the secrets of outstanding networkers

9 June 2010

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## Networking...

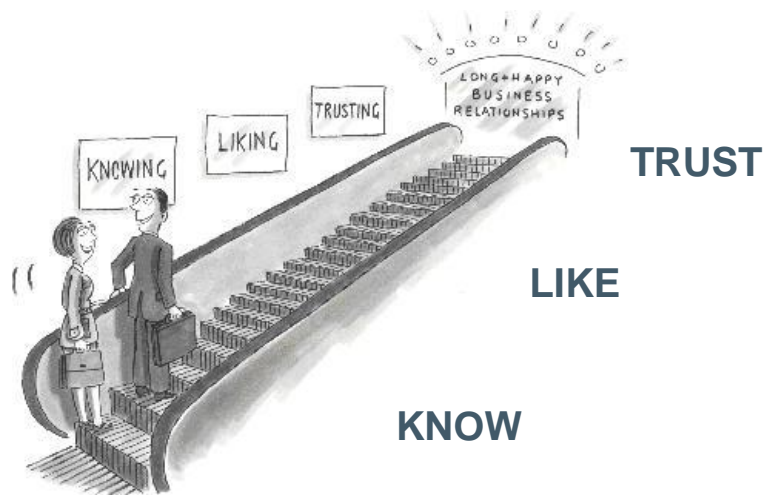


### What is Networking?

Networking isn't....

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## How relationships start...



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## Creating a powerful first impression...



**S** MILE  
**H** ANDSHAKE  
**I** EYE CONTACT  
**N** AME  
**E** NTHUSE

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## What do you do?...



I help my clients ...

**with**.....

**to**.....

**by**.....

**when**.....

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What do you do?...



OR

“What I am is an .....

But actually what I do is help my clients to.....

and as a result they.....”

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What do you do?...



OR...

“You know how people struggle to.....

and as a result .....

Well what I do is .....

and consequently.....”

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## Three core skills...



**1. Asking the right questions in the right way**

**2. Being a good listener**

**3. Getting your timings right**

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## 6 key words when asking business questions...



**Exactly**

**Specifically**

**Particularly**

Ask **TED** when you want more information or don't understand...

**Tell**

**Explain**

**Describe**

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## Asking business questions...



Every business has a;

**PAST**

**PRESENT**

**FUTURE**

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## The questions...



Asking existing advisor/supplier questions...

1. *Who do you use for.....at the moment?*
2. *How long have you been with them?*
3. *How did you come to choose them?*
4. *Where are they based?*
5. *What sort of service do they provide for you?*
6. *How do you find them?*

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## The questions...

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- 1. If you were describing them to others, what would you say?*
- 2. If there was one thing you'd like them to do differently, what would it be?*
- 3. What would have to happen to get you to change*

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## Your questions?

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*Expressions of individual views by members of The Actuarial Profession and its staff are encouraged.*



## Consciousness...



1. Sets you apart from the crowd
2. Creates a confident Brand you
3. Put you in command and control

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## Thank you for your time!



Please do not hesitate to contact me on  
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*The views expressed in this presentation are those of the presenter.*

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