How to Become a Confident and Effective Networker

Thursday 9th December 2010

Welcome to today’s seminar

You are about to enter the world of networking.

Our aim is to make it fun, motivational, and participative.

We want to help you increase your self-confidence to ensure that you become enthusiastic about hunting for new business.

Whilst the workshop is structured, I welcome questions and comments at any time to ensure we all learn as much as possible by the positive exchange of ideas and past experiences.

When we attend training we have 3 main reactions to the trainer’s words
1. “Wow, that’s new I can use that”
2. “Oh dear I knew that, it’s useful but haven’t been doing it for some time”
3. “Ah good, I know that; I’m doing it and yes it works for me”

We trust you will react to one or all of these following today’s session

THIS WORKBOOK
There are various exercises in the workbook, which we will complete during the course of the session. These exercises will help to reinforce the learning. Some delegates learn by taking lots of notes, others by just sitting and listening.

Enjoy your time with us!

Please complete your thoughts in the ‘think’ boxes

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Business Development – Reactive or Proactive?

Define networking

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.K..............................................................................................................................
.L..............................................................................................................................
.T..............................................................................................................................

Networking isn't........................................................................................................

Getting People to Like You

What do you need to do?

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The Effective Networker

What personal skills, qualities and personality traits are required to be an effective networker?

Personality Traits and Qualities
1. ........................................................................................................................................
2. ........................................................................................................................................
3. ........................................................................................................................................
4. ........................................................................................................................................
5. ........................................................................................................................................
6. ........................................................................................................................................
7. ........................................................................................................................................

Personal Skills
1. ........................................................................................................................................
2. ........................................................................................................................................
3. ........................................................................................................................................
Step 5a - What do you do?

When you’re asked this it’s your big moment for creating a picture in your listener’s mind as to what you’re all about. Do you want them to have a boring black and white picture or an attractive sparkly and colourful one?

By saying you’re an accountant, solicitor, surveyor or banker allows the listener to immediately form their opinion of you. If you’re happy with this, fine, read no further.

Needs – How I Help Clients

What expertise have you got that prospects need?

I can help them…

a) with…………………………………………………………………………………………………………………………

b) to………………………………………………………………………………………………………………………………

c) by………………………………………………………………………………………………………………………………

d) when…………………………………………………………………………………………………………………………

You are here to provide support, advice and add value – not sell for the sake of it.

Then consider answering something like this:

“What I am is an ……………………………………………………………………………………………………………

But actually what I do is help my clients to ………………………………………………...and as a result they ……………………………………………………………………………...

Or

“You know how people struggle to ……………………………………………...and as a result …………………………………………………………………...

Well what I do is ……………………………………………...and consequently…...

Marketing – People don’t care what you do, only what you can do for them.

Please remember marketing is all about the prospect not about you. They don’t care you’re the biggest, smallest, oldest, newest all they want to know is WIIFM (what’s in it for me). Try not to use your industry’s jargon or acronyms. Unless the person you’re talking to is in the same sector, they probably won’t understand what you are talking about….not good for marketing yourself!

People generally don’t care what you do; they only care what you might be able to do for them.
Step 5b – Asking Business Questions

Six key words when asking questions

E| Exactly
S| Specifically
P| Particularly

Ask TED when you want more information…

T………………………………………………………………………………………………………………………..

E………………………………………………………………………………………………………………………..

D………………………………………………………………………………………………………………………..

About their present
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About their past
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About their future
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Step 5c - Asking Existing Advisor / Supplier Questions

Ask about the relationship with their existing advisors

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 
11. 
12. 

“Ah, a! We’ve got a real challenge with that.”
Working The Room

Surveying the room

• Individuals – they don’t know anyone and don’t know how to break the ice. They are praying for someone to talk to them!

• Open Couples and Trios – feel free to go over and join them – they want to meet you like you want to meet them

• Closed Couples and trios – Their body language is saying we’re comfortable as we are for the moment but come back later

• Bigger groups – only enter when you know someone

• Rude people – don’t give them a second thought, just move on

Move on – with respect and courtesy

• Don’t just walk off

• Offer them an option

• Hunt in pairs as a last resort

• ‘Market’ one to the other

Introductions

• Say nice things about each person to start their conversation

• Move on after they start to talk

In summary

• Observe the groups before entering the room

• Every room has no more than 6 formats

• Most people are nervous

• Most people are polite and courteous

• At business events, everyone’s looking for their ‘Ahaa’ moment

• Like everyone else, you have an important role to play
<table>
<thead>
<tr>
<th>Who...</th>
<th>What...</th>
<th>Where...</th>
<th>When...</th>
<th>Which...</th>
<th>Why...</th>
<th>How...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Else will be going?</td>
<td>Is the event all about?</td>
<td>Is the event being held?</td>
<td>Is the date?</td>
<td>Outfit do I wear?</td>
<td>Is the event taking place?</td>
<td>Am I going to make a good first impression?</td>
</tr>
<tr>
<td>Should accept the invitation?</td>
<td>Do I want from attending?</td>
<td>Do I park?</td>
<td>Is the start and end times?</td>
<td>Is the best mode of transport?</td>
<td>Have I been invited?</td>
<td>Am I going to state what I do in a clear, concise and interesting way?</td>
</tr>
<tr>
<td>Else should come with me?</td>
<td>Time should I leave to get there on time?</td>
<td>Do I stay (if it is a late ending)?</td>
<td>Would be an acceptable time to leave?</td>
<td>Literature, if relevant, do I take?</td>
<td>Should I go?</td>
<td>Important is it I go?</td>
</tr>
<tr>
<td>Should I be meeting at the event?</td>
<td>Happens if I don’t go?</td>
<td>Are my business cards and pen?</td>
<td>Is the food being served?</td>
<td>Person / groups do I approach when I walk in?</td>
<td>Shouldn’t I go?</td>
<td>Am I going to get there (and back)?</td>
</tr>
<tr>
<td>Else needs to know (socially)?</td>
<td>Is it going to do for my career?</td>
<td>Do I start when I walk into the room?</td>
<td>Is the best time to arrive?</td>
<td>Side do I wear my badge?</td>
<td>Should I have clear business cards with me?</td>
<td>Am I going to make the most of the time I spend?</td>
</tr>
<tr>
<td>Should I talk to first?</td>
<td>About the baby sitting?</td>
<td>Are the restrooms?</td>
<td>Should I give a business card?</td>
<td>Are the best questions to ask?</td>
<td>Should I arrive early?</td>
<td>Do I act as a host (even if I’m a guest)?</td>
</tr>
<tr>
<td>Is in the guest list?</td>
<td>Can I offer to the other guests?</td>
<td>Should I move on?</td>
<td>Should I give my name clearly?</td>
<td>Do I ensure I am being polite and interested?</td>
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</tr>
<tr>
<td>Follows up contacts?</td>
<td>Do I need to do to get myself into the right mood?</td>
<td>Do you wait?</td>
<td>Adapt your conversation to the event?</td>
<td>Am I going to feel good about who I am, what I do and who I represent?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research do I need to do?</td>
<td></td>
<td></td>
<td>Listen actively?</td>
<td>Am I going to follow up?</td>
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</tr>
<tr>
<td>Do I need to know about the key fellow guests (or guests if you’re a host)?</td>
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<td>Am I going to be confident in approaching groups</td>
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<td>Can I help others with?</td>
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<tr>
<td>Is in it for you?</td>
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