The NETWORKING Guide

network
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1 : to cultivate people who can be helpful to one professionally,

A primary business activity for anyone who drives revenue, networking is a skill set well worth developing. In fact, it's a necessity. And, like all other skills, it can be distilled to a few very authentic fundamentals.

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THE NETWORKING GUIDE

What you can do…

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Networking is about contact — contact with **people.**

A primary business activity for anyone who drives revenue (and even those that don't*), networking is a skill set well worth developing. In fact, it's a **necessity**. And, like all other skills, it can be distilled to a few very authentic fundamentals.

In the upcoming year, you're sure to be in a networking environment (formal or informal). It may be a tradeshow or an association or civic meeting. It could be a national sales meeting where you have an opportunity to meet the home office people who make sure your customers are served well. If you have nothing on the radar at the moment, see what networking opportunities you can create. There's immediate and long-term value to you and those with whom you connect. It's **assured**.

This is your guide to the fundamentals of successful networking… JustSell® style. Work it. Practice it. Improve it. And work the room.

Finesse points are developed with experience… **by doing**. Nail these fundamentals and you'll make every networking experience you'll ever have a pleasure for you and for everyone with whom you connect… professionally and personally.

It's your time. It's your event. It's your room.

(*EVERYONE DRIVES REVENUE IN ONE WAY OR THE OTHER)

Join the 20,000 other **smovers*** who've learned the simple (and fun) way to achieve **better work, better relationships, and better results** with the 3-minute video at **SmileAndMove.com/Video**

be happy. do something.™

***smover ('smoov-er) noun:** 1. a person who smiles and moves 2. someone who matters to the world, all with a smile

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WELL BEFORE THE EVENT…

With your particular event and its attendees in mind, prepare in writing & practice verbally delivering…

☐ Your quick personal introduction

Remember, this should be appropriate to the event, simple and clear (no value statement here). Try to use the person's name if you know it, or look for a name tag.

EXAMPLE

Hi, Susan… I'm Bob Jones [with XYZ company, in District 7, in the forms division]

☐ General statements or questions to help initiate a conversation (at least 3)

EXAMPLES

How long have you been [a member of, involved with] [specific group]?

What brought you out here [today, tonight]?

Have you been to a [meeting type] before?

What do you think of the [show, meeting, event] so far?

What did you think of the last [show, meeting, event]?

What do you think about [event-specific thing or event]?

How do you know [speaker, organizer of the event, sponsoring group of the event]?

☐ Open-ended questions designed to engage and learn more about someone (at least 3)

EXAMPLES (MORE ON PAGE 9)

How did you get involved in...?

What were you doing previously?

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WELL BEFORE THE EVENT, continued

With your particular event and its attendees in mind, prepare in writing & practice verbally delivering…

☐ Your value statements (at least 2)

Specific, quick & clear statements of what you sell/ do in terms of the value it delivers to others . You may never have an appropriate time to deliver these (over-the-top selling in a networking setting can turn people off), just be prepared.

☐ Exit statements (at least 1 of each type)

Statement for scheduled follow up

EXAMPLES

Can I give you a call next week to set up a time to talk in more detail?

Would you like to get together on Friday and work through the idea?

Statement for graceful exit to encourage moving on

EXAMPLES

Good meeting you. Will I see you at [other meetings]?

Well that sounds exciting. Best of luck with that. I'll let you get back to [whatever the person was doing prior to talking with you]. Enjoyed meeting you.

It's quite an event. We should probably keep moving. I enjoyed talking with you, Bob.

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JUST BEFORE THE EVENT…

Invest some time in developing your approach.

☐ **Set clear objectives & goals**

Identify specific people you want to meet or talk with.

Determine how many conversations you want to initiate and the number of post-event meetings you want to schedule.

☐ **Prepare your attitude**

Be ready to be completely positive (no “tradeshow cynicism”) and approachable.

Prepare to maintain an inquisitive mindset.

Remember it’s all about them.

AT THE EVENT…

Maximize your time by remembering to…

☐ **Approach people proactively (and be approachable)**

Use your prepared and practiced introductions and initiating statements.

☐ **Engage them**

Send the right message physically: face the person completely, smile and be energetic.

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Maximize your time by remembering to…

☐ Learn about them and when appropriate, inform them about you/ your company/ your product/ your service

Ask open-ended questions.

- Listen completely (without the intent to respond immediately or show your knowledge).
- Allow small gaps of silence (in many cases the other person will fill them with more information - sometimes extra information that's useful).

Give the person in front of you your undivided attention.

- Avoid wandering and scanning eyes (your goal is one-on-one attention).
- Answer cell phone and devices when you're no longer engaged in a conversation.

Deliver your value statements (when appropriate).

☐ Exit and move on

Maintain your networking attitude to the end of the event.

- Complete positive follow through (it's show time, literally).
- Rest after the event, not during it (you're a grown-up).

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AFTER THE EVENT…

Objective self-evaluation leads to improvement.

☐ Quickly evaluate your networking performance

Review whether or not you met your objectives, and identify where you might improve.

☐ Follow up with appropriate individuals

Write a note or email as soon as possible.

Phone, if appropriate.

Consider adding connections within your online environments (e.g. Linked In, Facebook, Twitter, etc.).

☐ Seek out your next event

Set a target number of events to attend (once a month, quarter, etc.).

Join a networking/ lead referral club.

Attend one or two events a year that are out of your normal parameters (exposing you to new people who you may never have thought might be helpful).

Consider attending events for parallel industries.

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NETWORKING PLANNER

As someone who drives revenue (directly or indirectly), it should be your goal to know everyone by networking more.

Use the prompts below to develop your approach for your next networking event.

Event _____ **Date** _____

Your networking objectives

Make these specific, attainable and quantitative.

1. _____
2. _____
3. _____
4. _____

Personal introductions

Your introduction should be appropriate to the event, simple, and clear (no value statements).

1. _____
2. _____
3. _____
4. _____

Initiating statements/ questions

These should be general and open-ended. Remember to be positive and listen to the other person's response.

1. _____
2. _____
3. _____
4. _____

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NETWORKING PLANNER

Value statements

Don't just describe yourself or your company. Communicate how you can help the person.

1. _____

2. _____

Exit statements for follow-up

Schedule a time more appropriate for in-depth conversation.

1. _____

2. _____

Exit statements to move on

Gracefully exit to keep circulating.

1. _____

2. _____

Post-event performance evaluation

After the event, review your networking performance in the following areas: approaching, initiating, learning/ informing, and exiting. What did you do well? Where could you improve? Did you meet your objectives?

_____

_____

_____

_____

_____

_____

_____

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OPEN-ENDED QUESTIONS

Personal questions

How did you get involved in… ?
Who helped you get involved in…?
What were you doing previously?
With what company did you work previously?
What [did, do] you enjoy most about that?
What is the best thing you learned from that?
Where have you learned the most about…?
Who taught you the most about…?
What did you take away from the experience?
How has that impacted you?
What [was, is] the biggest challenge with that?
What advice would you give someone else about that?
What are your thoughts on…?

Business questions

How did your company get involved in…?
What kind of challenges are you and your company facing?
What's the most important priority to you and your company right now?
How have you been handling that?
How is that working out?
What effect has that had on you/ your company?
How did you overcome that?
How does that process work now?
What challenges does that process create?
What are the best things about that process?
What does everyone else at your company think about that?
With whom have you had the most success in the past?
What innovative [products, services] has your company introduced over the last couple years?

General questions

What does that mean?
How do you mean?
How do you see that working?
What concerns do you have about…?
What other events have you found helpful to attend?

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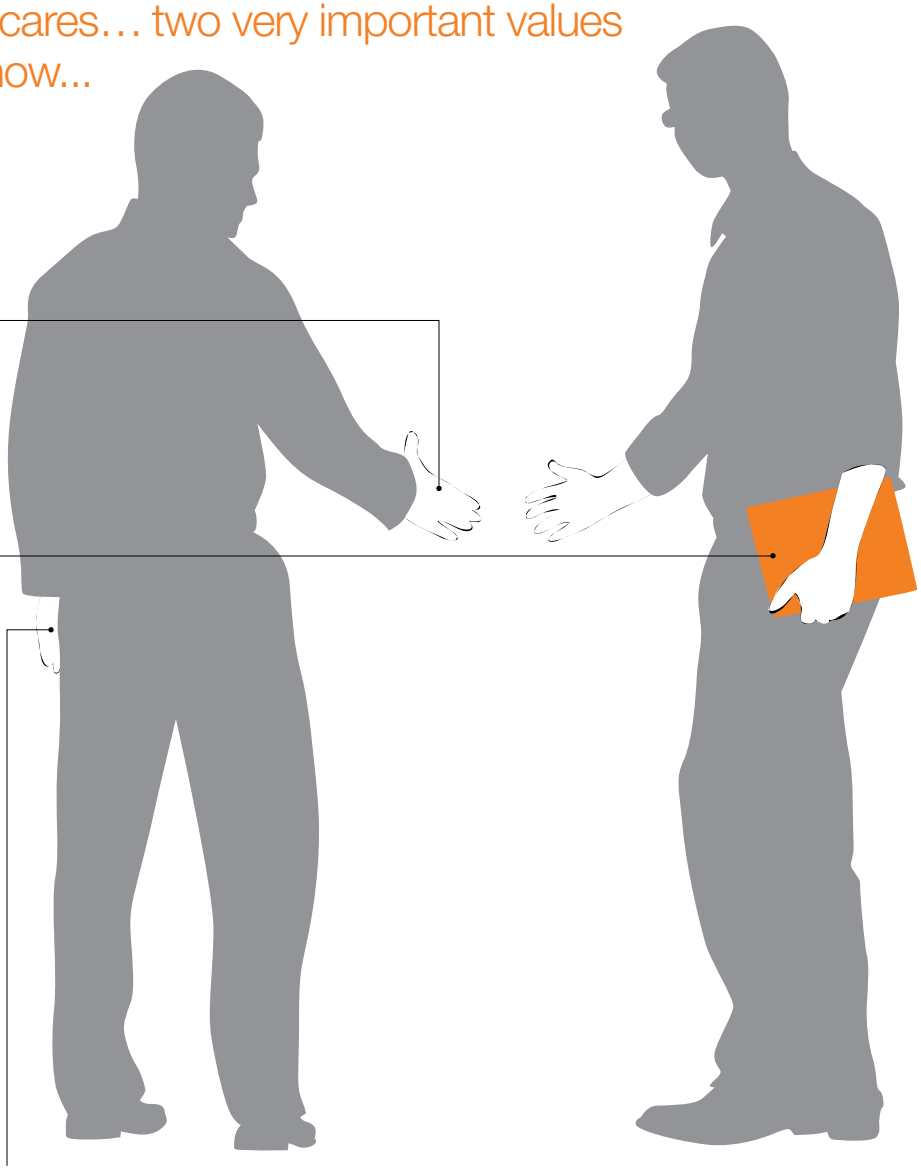
HOW TO REMEMBER NAMES

Remembering a name immediately establishes you as someone who listens… someone who cares… two very important values in sales and life. Here's how...



1. Give full attention (focus)

Make a conscious effort to listen and remember.

Introduce yourself first so you can give your full attention to others.

Focus on physical characteristics to form a detailed impression.

2. Repeat the name

Repeat the name silently to yourself.

Say the name within 20 seconds of the introduction to confirm it's correct.

Use the name again mid-conversation.

Repeat the name when saying goodbye.

Write it down after leaving.

3. Make an association

Imagine writing the name with your fingers while saying it silently to yourself (using very small movements so you don't draw attention to your hand).

Connect the name with a famous person or image. Imagine a Jerry as sports agent Jerry Maguire or a Marilyn as Marilyn Monroe.

Come up with a rhyme or alliteration associated with a physical attribute, unusual feature or overall impression of the person (Bob is a slob… Dave needs to shave… Tall Tonya… Frank's flat forehead).

Picture the name written (in your favorite color) on the person's forehead – a favorite trick of President Roosevelt (FDR), who, according to CNN, amazed his staff by remembering the names of nearly everyone he met.

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