


**MEET ME IN ST. LOUIS**  
 THE ARCHWAY TO NEW DISCOVERIES

**2010 FICP EDUCATION FORUM**  
 JUNE 16-18, 2010  
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## Effective Networking Skills to Grow Your Business

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**MEET ME IN ST. LOUIS**  
 THE ARCHWAY TO NEW DISCOVERIES

### Introduction Exercise

- Turn to your neighbor and share with them:
  - What comes to mind when you hear the word "networking"?
  - In business, who do you admire as a great communicator and why?
  - What has been one thing that has resulted in your life from "networking"?




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**MEET ME IN ST. LOUIS**  
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### Networking... the Most Misunderstood Word

- What comes to mind?




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### 5 Drivers of Networking Success

- Meet people and nurture your connections and networks.
- Listen and learn.
- Create advocates and spheres of influence for your brand and business.
- Follow up.
- Stay on people's radar screen.



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### The S Factor of Networking

- Networking can be...
  - Strategic and Structured
  - Serendipitous
  - Subconscious

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### What's Your Style... Introverted or Extroverted?

- What are your strengths...?
- What are your growth opportunities...?



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“The opposite of **net**working  
 is  
**not** working.”



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**7 Rules of Networking**

- Smile.
- Look the person in the eye.
- Listen—I.R.A. formula.
- Be aware of body language.
- Reach out—be proactive.
- Be positive.
- Look for common interests.



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**Networking Strategies (Pre... During... Post...)**

- Become aware of everything 24/7.
- Have a plan and goal.
- Do your homework consistently.
- Be proactive. Get involved.
- Go global in your thinking.
- Be clear about your expertise.



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### Your 20 Second Introduction

• **How do you wish to be remembered?**

- Focus on the impact. Make it brief, focused and hard hitting. Keep it short.
- Rotate the facts. Develop several introductions. Think of the different aspects of your work. Don't give your title.
- Make it relevant to the audience. What will make the listener say—"tell me more"?



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### Your 20 Second Introduction

- Believe it. Be careful not to oversell—speak from integrity and pride.
- Put your weight behind it. Deliver it with passion.
- Sound like you're really happy about what you do.
- Look at the listener. Watch for "MEGO."



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### Your 20 Second Introduction

- Know when and when not to use the intro.
- Know when to stop. Less is more. Brief and focused.
- Leave them wanting to know more.

Let's put it into ACTION...!



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### Everyday Strategies

- **The 5 Drivers Revisited**

- Meet people and nurture your connections and networks.
- Listen and Learn.
- Create advocates and spheres of influence as you build your brand.
- Follow up with a plan of action.
- Stay on people's radar screen. Keep in touch creatively.

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### Everyday Strategies

- Who have you thanked lately to stay in touch and nurture the relationship?

- Let's do an exercise that will make you **stand out**.

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Think of every 'networking' opportunity.

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### Ice Breakers—Get to Know You Questions—Exit Strategy

- Think of some icebreaker questions to open the conversation as you walk into a room or meeting.
- After you've broken the "ice" and given your 20-second introduction—let's think of some "get to know you" questions. (Think dialogue and discussion.)
- Create your "Idea Generators" to continue dialogue. (We will now do an exercise on creating discussion.)
- Exit strategies—how do I walk away or end the meeting with a "call to action" or a way to follow up.
- Follow-up—what do I do now?

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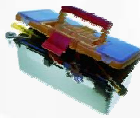
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### Your Networking 'Tool Kits'

#### • Tangibles (Things)

- Business cards
- Pen and note pad
- Breath mints
- Hand sanitizer
- Note cards and stamps for follow-up
- Magic Marker for your name badge



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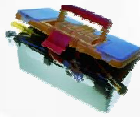
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### Your Networking 'Tool Kits'

#### • Intangibles (Actions)

- Great EYE contact
- Ears tuned up to listen
- Attitude
- Handshake
- Turn off your phone and blackberry



What else would you add...?

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### Conversation Starters

Topics to know about people, and build relationships  
OVER TIME.

*Pick 3 of these. Turn to a partner and ask them questions to  
get to know them better.*



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### Networking Reminders



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### Action Plan

- As a result of today's workshop, TODAY I will do:
  - More of:
  - Less of:
  - Change:
- What is one take-away from today's workshop that I will consistently put into practice?



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### Networking 'Self-Brand' Reminders

- Know that your reputation is valuable.
- Do what you say you're going to do.
- Return **ALL** phone calls.
- Treat everyone with respect and courtesy.
- Be visible.
- When you meet people, be mindful.
- Develop a knack for remembering names.
- Be an active listener.
- Be sensitive to the body language.
- Know your profession.



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### 52 Nonstop Networking Tips

*Practice OVER Time.*

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1. Give yourself permission to network. Maintain a positive attitude is the first step to networking success.
2. Make a list of "opening lines" to use when meeting someone new. Use open-ended questions that require more than a one-word answer and to create dialogue.
3. Develop a 20-second infomercial about yourself. Practice it until it becomes spontaneous and natural. Create several for different audiences.
4. Do your research before attending an event. Learn the basics about the organization and the people likely to be at the event.
5. Have a list of "get to know you" questions." These go deeper than "opening line" questions; they help you to get know the interests of the person you have just met.
6. Keep a journal of "small talk" topics. These are about current events, industry topics, books and movies, community topics, and the like.
7. Set a goal for every event or meeting you attend. A good goal is to meet two new people, make a connection, and send a follow up note, call, or e-mail.



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8. Smile when meeting people, entering a room, or talking on the phone. A smile is the first step in building rapport. Smile for 10 seconds when you enter a room.
9. Look the other person in the eye. Eye contact says you are focused on the conversation and interested in what the other person is saying.
10. Listen with care. Be aware of what the other person is saying instead of thinking about what you will say next. You will remember much more about the person and the conversation. \*Listen has the word 'silent' in it—silence your mind to focus and listen.
11. Learn to remember names. This skill will set you apart from many. Listen carefully when the name is said, repeat it in the conversation, and create a mind picture that will help you associate the person with the name.
12. Give compliments. Make a goal to look for positive attributes and give five compliments a day. Make sure they are sincere.



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13. Make a list of the key people in your industry or profession that you would like to meet. Determine what organizations, places and people you know that you could find to help you connect.
14. Re-connect with four people a week. This week call a client or prospect you have not been in touch with for a while, a former business colleague, a former colleague, and a current friend you haven't spoken with for several months.
15. Join a networking group and go to the meetings. It is a good place to practice your networking techniques like your 20-second infomercial and keep expanding your circle.
16. Research and join an industry or professional group. Go to two meetings, meet two people, and set up two follow-up meetings before you make your decision to join.
17. Join a service group, such as a Chamber of Commerce, or a fund-raising organization. Follow you interests in this matter. Join for the sake of giving, not getting.



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18. Follow your interest and take a class, join a health club, take a cruise or special interest vacation. Remember, you need like-minded people in your network.

19. Volunteer, write an article, or join a committee in your organization. Becoming known helps you meet people and develop relationships faster and more profitably than just attending meetings. Be involved.

20. Send three hand-written notes a day. Send these to people in your network to say thank you, congratulations, send an article of interest, extend an invitation, or just to keep in touch. Use "found time" during the day and make these short and simple. Carry note cards and stamps with you. It is your "44cent investment plan." Or use my high tech-high touch method [www.appreciationpower.net](http://www.appreciationpower.net)

21. Write an article, or newsletter to send to your contacts. This promotes your business and helps you keep in touch with your contacts and stay on their radar.

22. Send gifts. Remember those who help you, or just remember a special occasion for those in your network. Develop a list of reliable vendors of unique gift items for these occasions. Think of the person and send a gift that was picked for them and well thought out.



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23. Use premiums that constantly remind the recipients of your name and your business. Look for useful items that will be appreciated and that will keep your name in front of others.

24. Follow up within twenty-four hours of a meeting to say, "nice to meet you," "thanks for your time and consideration," and to set another meeting.


25. Call within two weeks of suggesting another meeting. "Let's do lunch" is not an effective networking technique. Make it happen and set the date.

26. Send materials or information promised on time or sooner than promised.

27. Thank your contact for a referral and let them know what happened. Keep them in the loop.

28. Become a resource for others. Give generously of your time and expertise.

29. Look for unique and creative ways to have "face" time with others. Try having coffee, afternoon tea, taking a walk or run, meeting at the sky club between flights, or meeting at an art gallery. Be creative.



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30. Remember birthdays and send cards. Find out the birthday month of each of your contacts, make a list of contacts by birthday month, and send out cards once a month to those on the month's list. Also incorporate "any special" date to remember in this list.


31. Develop a system to keep in touch with everyone in your network on a regular basis. As you list grows, divide it into categories and have a contact plan for each category.

32. Review your list on a regular basis and make sure it is revised and updated.

33. Develop and maintain a database of your contacts. Your system should work for you; you should not have to work for your system.

34. Collect information about each contact besides the basic contact information. This includes interests, family, awards and promotions, special dates, how you met, and other pertinent facts. (see topics for client relationships)

35. Determine the way each contact prefers to communicate: phone, e-mail, in person. Note this on their database record.



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36. Make and keep notes about each meeting with each contact. Refer to these when following up or before the next contact with them.

37. Have a system for filing business cards. As an active net worker, you will collect many. Enter the information into your network database and then file the card depending upon how you plan to use it in the future.


38. Enter information about a new contact and follow up within 24 hours of your meeting.

39. Answer your phone and e-mail messages within 24 hours even when you are on the road. With today's modern technology, you have every reason to be in touch.

40. If you are out of touch for a period, let people know with a message on your phone and an automatic e-mail message. Better yet—check anyway to be the utmost professional.

41. Everyday, send an email to someone in your internet address book you have not heard from recently.

42. Once a week, go through your contact list and call three people just to say "hello."



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43. Once a month, have lunch with a friend, colleague, or client you have not seen for a while.


44. At a company function, set a goal to sit next to someone new and get to know them. Also plan to follow up with them.

45. When making telephone calls feels uncomfortable, use a script and practice until it comes naturally.

46. Begin with a compliment. This is a wonderful way to start a conversation when you may not know what to say to break the ice. Again—be sincere.

47. When a conversation gets off the topic you want to talk about, use a "bridge" such as, "that reminds me of..." to get back to your topic.

48. Attend meetings with a purpose. Have a specific goal in mind when attending an industry event or other networking meeting. It could be to meet the speaker, or reconnect with a new client or prospect.



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49. Set a time limit. When spending an entire meeting with a group of strangers seems daunting, give yourself permission to leave after a specific time, say one hour.

50. When eye contact is difficult, just remember that "eyes are the windows of the soul." Practice it. Watch also how many people don't have good eye contact!

51. Send articles and interesting research electronically to keep in touch.

52. Give yourself a reward for networking success—whether for attending an event for an hour, or retaining a new client as a result of a networking contact. You deserve it!



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