

Tamara's Secret to Power Networking

Build Business Relationships to Achieve Your Goals

– Summary

Introduction

Key Takeaway:

- ✓ Three critical assets in business:
 - Customers
 - Products/Services
 - Business Relationships
- ✓ Relationships are often neglected
- ✓ You'll learn the essentials of building these relationships

Learning Objectives

- ✓ A defined purpose for your networking
- ✓ An evaluation of your skill set
- ✓ 3 versions of your "story" to use when networking
- ✓ A list of target networking prospects
- ✓ A sample script to use during your networking conversations
- ✓ A template for following-up after meeting new people
- ✓ A game plan for moving forward
- ✓ Specific metrics for evaluating your results

What is Power Networking?

Key Takeaway:

- ✓ A life skill and lifestyle habit
- ✓ Systematically go out, meet people and build a list of contacts
- ✓ An on-going process

Beyond Business Networking

- ✓ Use power networking for more than business
 - Learn new things
 - Spread awareness
 - Achieve personal goals
 - Make new friends
 - Augment your passions

The Basics of Power Networking

- ✓ Based on abundance and reciprocity
- ✓ Abundance means sharing your contacts or skills
- ✓ Reciprocity means helping others and getting help back

You Are a Resource

- ✓ You are a resource for others
- ✓ Your benefits from building a networking shouldn't be the focus
- ✓ Make helping others the focus and they'll repay that

Getting to Know You

- ✓ You need to know people before expecting anything from them
- ✓ Everything should be done for long-term benefit
- ✓ Earning trust takes time

Six Degrees of Separation

- ✓ Referrals are a major benefit of networking
- ✓ Connect people who have skills that others need
- ✓ People in your network will do the same

Becoming a Great Networker

- ✓ Networking is a skill you'll learn and practice
- ✓ It's not something you need to be a natural at

The Power Networking Process

- ✓ Research
 - Find those you want to network with
- ✓ Connect
 - Find ways to get in touch
- ✓ Follow-up
 - Follow-up to build relationships
- ✓ Outcome
 - Look at results to decide next steps
- ✓ Measure
 - Measure results to see if you're achieving goals
- ✓ Refine
 - Regularly refine action plans

The Key to Successful Power Networking – Defining Your Purpose

Key Takeaway:

- ✓ You need a clear purpose in mind
- ✓ You'll have a more focused network and see better results

What's Your Passion?

- ✓ Passion is the driving force behind networking
- ✓ Draw others to you and motivate yourself

- ✓ Make a list of things that interest you
- ✓ You can network for multiple passions
- ✓ Focus on one at a time

Turning Passions into Goals

- ✓ Write down goals related to your passion
- ✓ Narrow it down to the most central one
- ✓ Create new ones as goals are reached

Goals that Work

- ✓ The best goals are specific and measurable
- ✓ You can tell if you've achieved a measurable goal
- ✓ Only specific goals are reachable

Using Your Goals to Network

- ✓ Keep your goal at the back of your mind when meeting people
- ✓ It will lead to the contacts you need

Learning Activity:

- 1. List your passions and narrow them down to the one that's most important to you.*
- 2. List goals you want to achieve in that area and narrow it down to the one you'll start working toward right now.*

Evaluating Your Skills for Effective Power Networking

Key Takeaway:

- ✓ You need to evaluate your skills before attending a function
- ✓ Then create a roadmap to guide you

The Skills You Have to Offer

- ✓ Pay it forward by offering to help others
- ✓ What can you offer?
- ✓ Seek the opinions of others to find your strengths

The Skills You Need

- ✓ Determine the skills you need to reach your goals
- ✓ Don't worry about these so much at first
- ✓ Keep them in mind to seek the right connections

Your Networking Skills

- ✓ There's a whole range of people skills needed
- ✓ Be honest, gregarious, and open to connecting with anyone

Good Networking Skills Include:

- ✓ The ability to approach others
- ✓ Non-verbal communication
- ✓ Conversation skills
- ✓ Listening
- ✓ Self-confidence
- ✓ Positivity

Skills to Get You to Your Goals

- ✓ Contacts might help you develop your own skills
- ✓ You might realize new skills you need

Know Thyself

- ✓ Understand your own strengths and weaknesses
- ✓ Play to your natural strengths
- ✓ Work on your weaknesses

Learning Activity:

Make 4 lists:

- 1. The skills you have to offer*
- 2. The skills you're seeking from others*
- 3. Your natural strengths*
The weaknesses you need to work on

Get Your Story Straight – Crafting a Story for Successful Networking

Key Takeaway:

- ✓ How you present yourself to others is vitally important
- ✓ Your story is a big part of this
- ✓ Condense everything people need to know into a short story

Who Are You? – Identifying Your Role

- ✓ Decide how you want to appear to others
- ✓ Refer to your networking goal
- ✓ What's your passion?

The Elevator Speech

- ✓ An introduction that takes around 30 seconds
- ✓ Provide enough info to get them interested
- ✓ Identify the parts that are most important

The Elements of a Good Story

- ✓ Communicate your passion and the value you have to offer
- ✓ It shouldn't be negative or potentially alienating
- ✓ Be authentic and personal

- ✓ It should lead to back and forth conversation
- ✓ End with you passing on your business card

Different Stories for Different Situations

- ✓ Create several variations of your story for different situations
- ✓ Give different versions to different people
- ✓ You'll learn to improvise

Learning Activity:

1. Draft three possible stories that fit your goal.

Try out all three in practice with friends as well as at real networking opportunities and select the best one.

Who's Who – Identifying Your Target Networking Prospects

Key Takeaway:

- ✓ Power networking doesn't bring results with just anyone
- ✓ You need to identify key prospects
- ✓ Identify who can benefit you and where to find them

Who You Already Know

- ✓ List the people who are already in your network
- ✓ Write down:
 - How you know them
 - What they've done for you in the past
 - What you've done for them in the past
 - How you will continue to interact with them

Who You Want to Know

- ✓ List the kinds of people you want to connect with
- ✓ Include every detail possible and create individual profiles
- ✓ Include the power players or influencers

How to Connect

- ✓ Find the places your prospects hang out
- ✓ Focus on the benefit or value you offer

Finding Your Prospects

- ✓ Look for prospects both online and offline
- ✓ Look for industry-specific groups
- ✓ Start planning and schedule your networking opportunity

Learning Activity:

Make 3 lists:

- 1. Contacts you already have*
- 2. Contacts you'd like to have*
- 3. Power players that can help you reach your goals*

Research the best places to connect to your market and create a schedule for visiting them.

Power Networking – What to Say and How to Say It

Key Takeaway:

- ✓ You need to know what you're going to say
- ✓ Draft hypothetical conversations and practice them
- ✓ Go into interactions fully prepared

Write a Script

- ✓ Write an imagined conversation like a movie script
- ✓ Prepare and brainstorm things you might say
- ✓ Get ideas for questions and what to talk about

Questions, Questions

- ✓ Prepare questions to ask the people you meet
- ✓ Learn more about them and keep the conversation going
- ✓ People like to talk about themselves

Opening and Closing

- ✓ In your opening, approach prospects and introduce yourself
- ✓ Work in something natural and positive about the other person
- ✓ Write a closing that ends the conversation on a high note

Frequently Asked Questions

- ✓ Prepare answers to common questions
- ✓ Present key information about yourself
- ✓ Be prepared so you're not caught off guard

Practicing Your Conversation

- ✓ Practice your conversation and answers with someone else
- ✓ Get their feedback
- ✓ Ask them for their overall impression

Saying the Right Things to the Right People

- ✓ Research each function and who will be there
- ✓ Know about who you're talking to

- ✓ Show people you're interested and be prepared

Perfecting Your Routine

- ✓ It might be awkward at first
- ✓ As you meet more people it will become easier

Learning Activity:

Draft a hypothetical conversation script.

- 1. Create a personal FAQ with answers to stock questions.*
- 2. Prepare your own questions to ask, an opening and a closing.*
- 3. Practice with a partner to get feedback.*

Power Networking Follow-Up Strategies and Etiquette

Key Takeaway:

- ✓ The follow-up is crucial in networking
- ✓ Nothing will happen from your connections if you don't follow up with them
- ✓ Aim for your meeting to grow into a relationship

Why We Don't Follow-Up

- ✓ You may assume your value was so obvious that they will contact you
- ✓ People forget
- ✓ As time passes opportunities disappear

Your Follow-Up Schedule

- ✓ Make a note on your calendar to follow up with new contacts
- ✓ It's best to follow up as soon as possible
- ✓ You'll stand out by following up quickly

Who Is This Again?

- ✓ Remind the person who you are
- ✓ Never assume that they'll remember you

- ✓ Don't forget to connect contacts on social media

Show That You Were Listening

- ✓ Refer to something specific in your conversation
- ✓ Reaffirm the connection
- ✓ Take notes to remember key points

The Next Step

- ✓ Continue the conversation
- ✓ Ask for more info, share something, or offer help

Follow-Up Etiquette

- ✓ Be real and authentic
- ✓ Be positive and try to make a good impression
- ✓ Be extra polite and friendly if it's over email

The Goal of Your Follow-up

- ✓ Think of it as a chance to get to know the person better
- ✓ A step towards achieving networking goals
- ✓ Deepen your mutual relationship

Learning Activity:

Write a follow-up email template to use after each networking conversation.

- 1. Create an opening*
- 2. Leave place holders for filling in information about who you are, where you met and what you talked about*
- 3. Write a closing*

A Game Plan for Your Power Networking

Key Takeaway:

- ✓ Nothing gets done without a game plan
- ✓ You'll get the best results if you're organized

Your Networking Schedule

- ✓ Decide how many functions you'll attend
- ✓ Try to attend at least one a week
- ✓ More than three will make things too hectic

- ✓ Schedule follow-ups as well
- ✓ Plan to follow up the next day or two
- ✓ Add any plans to meet to your calendar

Making the Rounds

- ✓ Plan to research beforehand
- ✓ Decide how many people you'll talk to at each event
- ✓ Set a quota of new contacts to stay focused

Getting into the Right Mindset

- ✓ Be at your best for each event
- ✓ Be confident, relaxed and happy
- ✓ Try deep breathing, meditation or listening to music

Take Notes

- ✓ Keep track of who you talk to and any pertinent details
- ✓ Write down a few things after each encounter
- ✓ Take notes on your phone or on business cards

Don't Stop Networking

- ✓ Don't stop attending events even if you're busy
- ✓ Scale it back if necessary
- ✓ You need to continually build your list

Your Networking Buddy

- ✓ A 'networking buddy' is someone you attend events with
- ✓ You'll have more combined strengths and skills
- ✓ Play off one another

Mix Up Your Game Plan

- ✓ Make sure your plan is flexible
- ✓ Add new ideas or techniques

- ✓ Change it to meet goals or situations

Learning Activity:

Write out your game plan as specifically as possible, adding your next steps to your action plan and preferred calendar. Be sure to include:

- *Events you want to attend*
- *People or companies you want to connect with*
- *Research about those prospects*
- *Dates for getting things done and following up*

Measuring Your Networking Results

Key Takeaway:

- ✓ The only way to know if your networking is working is to measure results
- ✓ Track hard data to make sure it's paying off
- ✓ It's a good motivator to keep going

Key Metrics

- ✓ Take a few important metrics
- ✓ Work backwards from your goal
- ✓ Have at least more than one indicator

New Contacts

- ✓ Keep track of new contacts
- ✓ This is good as a long-term indicator of whether contacts are benefitting you

New Interactions

- ✓ Keep track of future interactions
- ✓ Measure communications, meetings or other interactions
- ✓ This will show contacts are creating some value

Opportunities, Ventures and Sales

- ✓ The best metric is something directly related to your long-term goal
- ✓ Measure new projects that have come from contacts
- ✓ Measure job offers or referrals

Favors Done for Others

- ✓ Look at the things you've done for new contacts
- ✓ Set a goal to do something each day
- ✓ Focus on what you're doing for others

Adjusting Your Game Plan

- ✓ Metrics will tell you when it's time to make changes
- ✓ Think about what you can do to improve

Learning Activity:

Choose 2-4 key metrics and set goals for them.

Maintaining a Positive Mindset for Power Networking

Key Takeaway:

- ✓ A positive mindset is essential for networking success
- ✓ Motivate yourself to get out and meet people
- ✓ Radiate positivity to attract people to you

Know Your Strengths

- ✓ Focus on personal strengths and what you're offering
- ✓ Get confidence from knowing your value

No Big Deal

- ✓ Don't make it a life or death situation
- ✓ Imagine you're just socializing and it doesn't matter
- ✓ Remove the pressure and relax

Focus on Other People

- ✓ Listening and learning about others is important
- ✓ Ask questions
- ✓ Shift focus and show you're interested

Fake It

- ✓ Even if you don't feel successful, imagine that you are
- ✓ Trick your mind to stay relaxed and positive

No Way to Lose

- ✓ There's no way to massively mess it up
- ✓ You're not committed to anything

Prepare Well

- ✓ If you're prepared confidence will come naturally
- ✓ You'll know what to do

It Gets Better

- ✓ It's ok to be nervous
- ✓ It gets easier with experience
- ✓ Eventually it will become second nature

Learning Activity:

- 1. Write down your motivating goal and post it where you can see it.*
- 2. Write down 3 tips you find most effective for encouraging your own positive mindset.*

Conclusion

- ✓ You should now have:
 - A reason for your networking
 - A list of skills to emphasize, and work on
 - A rehearsed "story"
 - A list of contacts and ones to target
 - Questions and answers to use in conversations

- An email template to use in follow-ups
- Dates on your calendar for events
- Goals for your metrics
- A statement that will keep you motivated
- ✓ Keep track of contact information and dates
- ✓ Back it up and make copies