

# Network to Increase



# Your Net Worth

# How to Network

**Networking Goal:** To get as many people as possible, feeling as though they know, like and trust you (walking ambassadors who will do business with you and refer business to you). Some networking rules are:

- Spend 75 percent of your time with people you don't know.
- Spend 25 percent of your time building existing relationships.
- Be happy, enthusiastic and positive. Don't grumble about having a bad day. People want to do business with a winner, not a whiner.
- Don't try to sell your product or service. Just develop communication and trust, with the goal of obtaining an appointment to explain your product or service.
- Wear your name tag on your right side, this allows the eye to follow the hand and aids in registering your name in the mind of the person you are meeting. Shake hands firmly.

## The Executive Handshake

A firm handshake conveys power and confidence. Here are some basics:

- Hold the person's hand firmly.
- Pump hand three times maximum.
- Maintain eye contact.
- Make a positive impression.

Here are some handshakes that are sure to ruin a first impression:

- The Dead Fish – is the slippery, damp palm. If you are nervous and perspire, carry a handkerchief or wipe your hand on your clothes.
- Limp Fingers – do not extend only your finger-tips, the receiver is not sure how to grasp them or how hard to shake.

## **Why Network? To Increase Your Net Worth**

The concept of networking is simple: It is planning and making contacts and sharing information for professional and personal gain. There are TWO sides to networking though; the biggest mistake people make about networking is to think it's about getting. It's not about getting; it's about giving.

By GIVING, you plug into the Exchange Principle: If you give somebody something, they will try to give you something back. In fact, psychologists who have studied this phenomenon say people will insist on giving you more than you gave them. That's human nature. So if you feel like you're giving more than you're getting, you are networking the right way.

### **Networking is about communication and we communicate three ways:**

1. Visual – our body language and nonverbal behavior (such as listening attentively), this accounts for 55% of how our message is received.
2. Vocal – how we sound to other people (the pitch of our voice, our rate of speech and our tone). This accounts for 38% of the message we are trying to get across.
3. Verbal – the words we use to get our message out. What we say accounts for only 7% of the entire message we communicate to others.

### **Five Steps to Successful Networking:**

1. Invest in yourself- clean, neat, professional appearance.
2. Know your goals – what is it you want to accomplish?
3. Strategize – who do you need to know and how can you meet them?
4. Organize – figure out exactly how you can use your contacts.
5. Follow up – always keep in touch with contacts and offer to help.

The business world agrees that networking matters. Do not do crises networking, make networking a part of your lifestyle and develop your own style. Be helpful and honest with others and share credit for accomplishments with others. Your Network should consist of People and Organizations.

## People in Your Network

The people should be either a maintainer or a challenger. Maintainers provide support and resources for your emotional needs. Challengers are your role models, mentors, sponsors, coaches, and even opponents or competitors. Think about the abilities, knowledge, and characteristics your challengers have that you would like to have. Remember the people we find the most interesting are the ones that seem the most interested in us.

Under the categories below, name three people who come to mind. Then, check whether they are *maintainers* or *challengers* for you.

Same Career Network	Maintainer	Challenger
1.		
2.		
3.		

Personal Network (friends and family)	Maintainer	Challenger
1.		
2.		
3.		

Network “UP” (senior, older)	Maintainer	Challenger
1.		
2.		
3.		

Network “Across” (peers, equals)	Maintainer	Challenger
1.		
2.		
3.		

Network “Down” (younger less experienced)	Maintainer	Challenger
1.		
2.		
3.		

## Organizations in Your Network

You should attend at least two organizational meetings each month, think of these meetings as an investment in yourself. Networks are built conversation by conversation, exchange by exchange, it's interacting. To make great connections, pour your energy into creating vital relationships. Networking is a process of building mutually beneficial relationships for the long term. Give the group some time; you need to give to the group first, become active and volunteer for a committee.

Under the categories below, name the organizations in which you are a member. If you are not involved in each category, make it your goal to become involved. Check with the Chamber of Commerce and Library for clubs and organizations in your area.

<b>Same Career Network</b>	<b>Approx. # of meetings you attend annually</b>
1.	
2.	

<b>Mixed Career/Industry Network</b>	<b>Approx. # of meetings you attend annually</b>
1.	
2.	

<b>Same Sex Network</b>	<b>Approx. # of meetings you attend annually</b>
1.	
2.	

<b>Mixed Sex Network</b>	<b>Approx. # of meetings you attend annually</b>
1.	
2.	

<b>Volunteer Network</b>	<b>Approx. # of meetings you attend annually</b>
1.	
2.	

## What to do at a Network Meeting

The meeting will consist of three different networking opportunities:

**Informal Networking** – this occurs before the meeting begins; try to establish some common ground besides business. Find something you both like or know about, use small talk.

**Formal Networking** – at some time during the meeting you will have the opportunity to introduce yourself with the purpose of explaining your business or service. Have your 30 to 60 second commercial down pat!

**Free-Lance Networking** – this happens after the meeting adjourns. Seek out someone you would like to meet, develop a series of questions that makes the person think and respond in a way that gives you needed information to determine if this person is a prospect for you or if you would like to become better acquainted with this person.

### Informal Networking

The key to confidence is preparation. Have at least three “small talk” questions in mind that will serve as conversation openers. Make them open ended so they can’t be answered with a yes or no. Examples:

- ☺ How did you find out about the meeting tonight?
- ☺ What are you hoping to learn from the speaker’s talk?
- ☺ A comment on the weather or food, pretend you are the host!
- ☺ Did you grow up in this area?

Another way to develop valuable “small talk” is to tuck away a few surprising facts, provocative opinions or startling quotes as you read newspapers and magazines. You don’t have to be a sparking conversationalist; you’re just trying to spark an exchange. Try to ask open-ended questions that will draw people out, then turn their answers into a two-way conversation.

**Open Ended Questions:**

1. How did you get your start in the Widget Business?
2. What do you enjoy most about your profession?
3. What separates your company from your competition?
4. How have government rules and regulations affected your business?
5. What significant changes have you seen take place in your business through the years?
6. How can I know if I am talking with someone who would be a good prospect for you? (The best way to get business and receive referrals is to refer business and give referrals.)

**Have some fun while you work on developing five more questions from newspapers and magazines you read.**

- 1.
- 2.
- 3.
- 4.
- 5.

## Formal Networking

Your objective is to have 30 to 60 seconds of information that states who you are, who your company is, creatively tells what you do, shows how you can help others and why the prospect should make an appointment with you.

Your personal commercial is your opportunity to provide information, to create interest and response from prospects. It is NOT a bunch of boring facts about what you do.

NAME \_\_\_\_\_ COMPANY NAME \_\_\_\_\_

What you do and how you help others solve their problems (creatively).

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**EXAMPLE:** I'm Jackie Jacobi the Business Development Specialist at Red River Technology Center. My Business Development program focuses on Entrepreneurship and Financial Education; I help individuals start and build their business venture. And the good news is: the program is FREE!! So please call me when you need a business coach!!

**Remember** networking is about giving; try to have a sample to share or a new idea or some information to share with the group. This will help establish you as an expert in your industry.

You should have a goal for your networking, maybe to generate new business and make professional contacts. If you don't set a goal your efforts can become unproductive and your end results fruitless. Your goal will give you a focus point, but don't be afraid to change it as the need arises. Networking is about pushing yourself forward and learning new skills.

**Networking Goal:**

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## Free-Lance Networking

Spend 99.9% of your conversation asking questions about the other person's business; not telling them about your business. If they ask you questions, of course be willing to tell them what you do and why you enjoy it. The free-lance questions must be open ended (study TV news anchors). When formulating these questions, ask yourself these five questions.

1. What information do I want to get as a result of asking this question?
2. Can I tell if this person is a prospect for me as a result of the question?
3. Does it take more than one question to find out the information I want?
4. Do my questions make the person think?
5. Can I ask a question that separates me from my competitor?

Here are some lead ins' to questions that will expose areas of need:

- ☞ What do you look for...
- ☞ What have you found...
- ☞ What would you change about...
- ☞ What has been your experience...
- ☞ How have you successfully used...
- ☞ How do you determine...
- ☞ Why is that a deciding factor...
- ☞ What makes you choose...
- ☞ What do you like about...

## Follow Up is Important

The purpose is to establish your presence and show an expanding portfolio of skills that people will want to use. If you read something that may be of interest to someone you meet at a meeting, send them the article along with a note saying something like "thought you might enjoy this". If someone gives you a referral, call or write them to say thanks, and don't forget to send a referral to them.

Now that you are an expert at networking, work on your sales techniques.

