

Knock-Out Networking!

More Prospects, More Referrals, More Business!



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Human Bingo

Traveled on an airplane within the last year	Vacationed in the same location as you	Enjoys same type of music
Same favorite food	Same (zodiac) sign	Has the same number of children
Same birth order	Saw same movie within the last year	Same favorite drink
Has the same pet(s)	Likes to participate in the same sport	Has the same pastime (hobby)

Instructions:

- Find someone that matches you with the info in each square
- Have the person sign (or initial) the respective square
- You can only have each person sign once (no duplicate names)

Definition of Networking

Networking

There are two types of networking – serendipitous and strategic. The approaches you will learn in this workbook will apply to both scenarios.

Serendipitous Networking

Meeting someone by chance and having the opportunity to introduce yourself and learn about one another. In this type of situation you might exchange business cards and helpful information. A good example of this might be a conversation you have with someone sitting next to you on an airplane. It's easy for this to happen if you follow the definition above and embrace it as part of who you are.

Strategic Networking

Strategic networking is having a laid out plan to go to the right places, say the right things, meet the right people, and follow up accordingly to achieve a specific goal. Attending a meeting with members of a manufacturing association with the intent of connecting with the benefits manager for Strategic Networking Enterprises would be a great strategic approach. Having a process to outline this would be ideal.

Important Note:

More often, we're proactive in our networking approach. Bear in mind that networking is a *process* not an *event*. It should be continuous and cyclical. It takes time to develop relationships and establish enough trust for others to feel comfortable referring you. The goal is to learn and create a mutual attraction where you will ultimately be introduced to prospects and referral sources interested in learning more about you and your services.

The Rules of Networking!

Rules like “protect yourself at all times” and “no hitting below the belt” are important in boxing. Real important! If there weren’t any rules, more fighters would get hurt. Well, it’s the same thing (OK, not quite the same thing) when you’re networking to grow your business. Imagine if there were rules posted at every networking event you attended, including association meetings, conferences, conventions, trade shows, chamber mixers, golf outings, and community venues.

Have no fear! The Rules of Networking are here! Follow these rules to insure you maximize your networking efforts. Remember, elbows in you win!

“Protect yourself at all times.”

Fellow “networkers” don’t always have the same agenda as you do.

No selling- ever!

Networking is about a relationship not pitching your products and services.

Everyone is NOT a prospect.

The people you meet at events could become prospects – don’t assume they are.

It is never about you.

Always try to learn about the person (or people) you meet first.

Focus on a target market.

Who do you serve best and therefore wish to meet?

Create (and use!) your elevator speech.

Good to be prepared with a punchy, memorable, different, statement about yourself.

Be positive, professional and respectful – always!

It’s the image you want to present to others. Positive people attract positive people.

Look the part.

Have the best appearance you can as appropriate to the event you are attending.

Know about contacts, leads and referrals.

A contact is a name, a lead is someone using your name, a referral is an introduction.

Understand your chickens and eggs.

Your “eggs” are prospects (potential customers), your “chickens” refer you to them.

Eat and drink strategically.

Insure eating and drinking doesn't replace networking.

Have your tools of the trade.

Business cards, a couple of pens, index cards, breath mints and guts.

Initiate conversations by introducing yourself.

Smile and introduce yourself with confidence and conviction.

Have good questions to ask.

After an introduction ask questions about them.

Have a goal and a plan.

Know why you are there and have a plan for getting what you want.

Listen more, talk less.

The more you listen the more you will learn.

Keep your eyes focused on your conversation.

Maintain eye contact with the people you speak with as appropriate.

Introduce others with passion.

When introducing people to one another be informative and enthusiastic.

Implement a time limit.

Try not to be in any one conversation longer than 6-8 minutes.

Terminate conversations politely.

Have an exit strategy while excusing yourself politely and with integrity.

Follow up.

Always initiate follow up when there is good reason to do so.

Have fun!

Smile! Life is too important to take seriously.

We cannot be held responsible for any personal injury or death.

Thank you for your cooperation.



PEEC Statement

Pronounced “peace” statement – PEEC is an excellent way to talk about your work while hopefully being interesting, memorable, and referable. PEEC helps you articulate what you do while making a friendly request – even to those you meet for the first time! Many might refer to this statement or strategy as an *elevator pitch*. I prefer to think of PEEC as a *positioning statement* – perhaps a great way to “position” you as a resource. Best used at networking events, conferences, sales meetings, and even social gatherings. Use it just before delivering a speech. Practice *your* PEEC Statement with your natural market, target market, prospects, clients, and associates. You just might get a referral!

Profession – *Who, what, and for whom?*

Expertise – *What you know!*

Environments – *Your Target Market!*

Call to Action – *What you want...specifically!*

***Be asked. Be brief. Be specific. Have an AIR about you. Maintain your brand.
Only one per customer. It's a WE thing! Find your own voice.***

Ask the Right Questions and Get the Right Answers

The best way to start a conversation, carry a conversation, or learn from a conversation is to ask questions. Lots of them! You don't want to come across like you're conducting an interview but you do want to appear interested. Hopefully you are.

But what should you ask? Will you come across as nosy? Pushy? Or just naturally curious? If you are naturally *interested*, you will become naturally *interesting*. And those you meet will become *interested* about you too.

It makes a lot of sense to be prepared with questions you plan on asking others as you meet them and network. Here are some questions I typically use when I'm at a networking event, cocktail party, mixer, conference, or golf outing as appropriate.

What do you do?

Who do you work for?

How long have you worked there?

Do you like what you do? Why?

Anything about your work you don't like?

How do you market your business?

What brings you to this event? Have you been here before?

What are you looking to accomplish here?

Who would you love to meet?

How can I help you? (If I happen to like them.)

What questions would you ask?

Charm School

In a networking environment (or perhaps at any event or party where there are others mingling around), sticky situations can arise. How would you handle these?

How do I introduce myself?

Start with your name and a “nice to meet you!” Ask questions about them!

How do I start a meaningful conversation?

Start by using the questions from the previous section. Tailor them to your style.

How do I introduce others in the conversation without being rude?

After introducing people you meet give them the chance to talk about themselves.

How do I introduce others and gracefully walk away?

After introducing others excuse yourself and offer to speak to them later.

What should I do if I forget someone’s name?

Just ask! “I’m sorry; I forgot your name.” Be apologetic and self effacing.

How do I ask for a business card?

Offer to exchange business cards and explain why it would benefit both of you.

How do I write on someone’s business card without offending?

Always ask permission to write on someone’s business card.

How do I offer my business card?

Offer to exchange cards and explain why. Make the exchange a mutual gesture.

How do I know when to end a conversation?

Stick to your time limit. Don’t monopolize the other person’s time.

How do I excuse myself politely without offending?

Offer another introduction or offer to allow both of you to meet others.

What can I do if I’ve done something embarrassing or stupid?

An apology will handle most mistakes – unless it’s disrespectful or mean spirited.

What if you just don’t click?

You won’t click with everyone. Just keep the conversation short and sweet.

Places to Network

Networking is all about determining exactly what you want so you'll know where to go, what to say, and with whom. Below are different types of organizations and venues you might want to consider learning about, visiting, joining, and becoming active.

Hard Contact Networking Groups

Soft Contact Networking Groups

Community Service Groups

Speed Networking Groups

Professional Associations

Non-Profit Organizations

Special Interest Groups

Women's Organizations

Conferences and Conventions

Online Networking Communities

Start Your Own Group

Networking Fight Plan

Preparation

Presentation

Follow Up (24)

Maintenance (OOSIOOM)

Keep Me in Your Corner!

I can't thank you enough for working with me in the ring today. If you have any feedback that you would like to offer, please do so here!

Are you ready to put what you learned into practice?

Get my FREE blog *3-Minute Rounds™* to get quick jabs (or weekly tips) on networking, referrals, recruiting, and generating more business!

As an added bonus, I'll send you *Sure Fire Ways to Generate More Referrals* from my book *Knock-Out Networking!*

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If you're interested in learning more about other programs we offer including our coaching program *Training Camp™* or our audio learning system *Networking for Producers™*, just let us know!
