

**Avon Chamber of Commerce**  
**Networking -- It's More Than Just Showing Up**  
**October 4, 2011**

**Networking Overview:**

- **Definition: The OPPORTUNITY** to achieve your goals by developing win-win relationships
- **The POTENTIAL for SUCCESS is ENORMOUS:**
  - Picture everyone in the world standing in front of a door
  - Behind the door is their world of contacts...
  - **When you earn their trust, that DOOR IS OPEN to you, and**
  - **Their contacts are also standing in front of doors...**
- **COMPONENTS of the Networking PROCESS:**
  - **PLANNING:**
    - What are your most profitable products or services?
    - Who are your best customers?
    - Who are your target clients?
    - Who do you need to meet to lead you to them?
    - How do you plan to meet them?
  - **BUILDING TRUST:**
    - When you give someone a referral, YOUR REPUTATION is on the line...
    - The easiest way to develop and maintain TRUST is by getting to know someone.
    - This process can be speeded up through an ongoing series of face to face meetings...
  - **PRESENTATION SKILLS:** the ability to communicate what you want in a clear and concise manner that makes people want to follow up with you...
  - **SECRET TO SUCCESS: GIVE UNCONDITIONALLY and you shall RECEIVE... THIS IS "The Law of Attraction"**
  - **Become a GATE KEEPER – CONNECT PEOPLE!!**

**Components of Building Trust:**

- "How can I help you"
- Listen
- Give referrals
- Follow up
- Connect others
- Presentation skills
- Performance
- Testimonials
- Thank You!
- APPRECIATION...

**Planning:**

- **E-Myth: Take time to work ON your Business...**
  - **By getting caught up SOLELY in Day to Day Operations, Owners:**
    - Work only IN their business
    - Fail to plan
    - Find themselves DOING instead of DELEGATING
    - Become Frustrated
  - **Work ON Your Business: define it and ORGANIZE it:**
    - Define your MOST PROFITABLE products and services
    - Develop your Business Plan
      - Part of your Business Plan is your Marketing Strategy

- NETWORKING IS A MARKETING STRATEGY...
  - Develop an Operations Manual (Franchise Yourself)
- **Business Development Program: Here's the Business Blueprint:**
  - 1.) Your Primary Aim (personal)
  - 2.) Your Strategic Objective (what to do to achieve your primary aim – analyze and develop this)
  - 3.) Your Organizational Strategy (chart it)
  - 4.) Your Management Strategy (the system produces results...)
  - 5.) Your People Strategy (getting the most out of your employees)
  - 6.) Your Marketing Strategy (who is your customer – why does he/she buy?)
  - 7.) Your Systems Strategy (define them and put them to work)
- **Personal Development: Take time to work ON YOURSELF! – WRITE THESE DOWN:**
  - Your purpose
  - Your “Why”

## **The Networking Process:**

- **Planning:**
  - **Identify your best products and services:**
    - List your products and/or services
    - Allocate sales to products and/or services
    - Allocate DIRECT costs to products and/or services
    - Allocate overhead to products and/or services:
      - Percentage of Sales?
      - Percentage of Overhead?
      - Combination?
    - What is your profit/loss by product and/or service?
    - How many hours do you spend on each product and/or service
    - **WHAT IS YOUR RETURN PER HOUR by PRODUCT and/or SERVICE?**
  - **Identify your target industries and then your target clients:**
    - List the MARKETS that contain your PREFERRED CLIENTS
    - Research those markets (hint: use the Internet) and LIST your TARGET CLIENTS
    - Start tracking system:
      - Names & contact info
      - Action history
      - Next follow up
  - **Identify your preferred networking contacts:**
    - These are contacts with Rolodexes FULL of your PREFERRED CLIENTS...
      - Identify by business type
      - Identify by name
    - Research those contacts (hint: use the Internet) and LIST them
    - Start tracking system:
      - Names & contact info
      - Action history
      - Next follow up
    - **80-20 RULE: 80% of your CLIENTS are LIKELY to come from 20% of your CONTACTS**
  - **Start tracking system for both of the above:**
    - Names
    - Action history
    - Next follow up
- **Networking Opportunities:**
  - Chambers of Commerce – Organizations and Associations

- Normally have networking meetings (before and after hours)
  - Go online – look at member list
  - **TIP: CALL management with a target list saying you are thinking about joining & can they help you meet these people...**
- Professional Organizations
- Service Organizations (Rotary, etc.)
- Networking Groups (BNI – CRBE)
- meetup.com – list of groups by topic & location with calendar
- Networking-HO.com - NEW
- Online: LinkedIn, Twitter, Facebook
- START YOUR OWN
  - Industry...
  - Mastermind...
- **Preparation for networking meetings:**
  - Elevator Speech (your commercial)
    - PURPOSE of your commercial:
      - To get attendees to approach you asking “how do you do it?” or
      - To get attendees to approach you asking “I want more information!”
    - Brief description of specific BENEFITS
      - Quick Case study as to how you helped solve a need
      - Tag line or Memory Hook?
      - Special Offer?
    - What is your desired referral – WHO (by name) do you want to meet?
  - Business Cards, GRAPHIC brochures
- **At the Meeting:**
  - **REMEMBER: Your prospects are NOT normally in the room**
    - **Your GOAL is to set up follow up appointments**
  - **Don't try to sell the room – remember the DOORS...**
    - **Picture everyone as wearing a sign that says “Make me feel important”**
    - People buy from and refer people to those they like...
    - The best way to get someone to like you is to respect and appreciate them – that starts with **LISTENING...**
  - **GIVING APPROACH: Get others to do the talking**
    - If meeting for the first time:
      - Ask who they are and what they do
      - Repeat what they say or ask more “intelligent” questions
      - Get them talking outside of business: family, hobbies, etc.
      - They WILL eventually ask about you...
    - If you know them:
      - Ask them about SOMETHING – ANYTHING, just get them talking...
      - They WILL eventually ask the same about you...
  - **IF AT ALL POSSIBLE, INTRODUCE PEOPLE TO EACH OTHER – THE MORE YOU HELP OTHERS, THE MORE THEY WILL HELP YOU...**
  - TIP: Write notes on business cards such as
    - Appointment Date OR
    - Call for appointment
  - **TRUST leads to referrals and TRUST TAKES TIME TO DEVELOP...**
    - Meet with your contacts to learn about each other
    - Help (give to) your contacts and you will also benefit (can't emphasize this enough)
- **After the Meeting:**
  - Call for appointment (if not already set up)

- Add cards to your **Searchable Contact Manager** (Excel, Access, Blackberry...) – you should include the following:
  - Contact Info (name, address, phone, cell, email, web address)
  - How you met
  - Groups (family, friends, business associates, church, etc.)
  - Dated Notes
  - Action Plan (next follow up, etc.)
- **NOTE: Keep adding contacts as you meet them ... This will serve TWO purposes:**
  - You can REFER them to others
  - Those with whom you have (or develop) win-win relationships are POTENTIAL REFERRAL SOURCES for you...

### **One to One Networking Meetings: SHARE...**

- **Business Information**
  - What you do – competitive edges
  - Best Customers
  - Success stories
  - Target markets & customers
  - Misconceptions
- **Personal Information**
  - About each other
  - Your professional history
  - Personal successes
  - GAINS
- **In General:**
  - Ask them about themselves, their business, etc., to get them talking
  - Ask “how can I help you” or “who are you looking to meet”?
  - TAKE NOTES (update your Contact Manager after the meeting)
  - They will ask you to tell them about your business and who you are looking to meet – you need to be specific...
  - Commit to a plan of action for each other during your meeting, then DO IT!

### **The Basics of Giving:**

- People WANT to be referred (rather than use the Yellow Pages)
- Be your own Yellow Pages – be a GATEKEEPER (the more people you MEET WITH, the more likely this is to happen)
- The Golden Rule: GIVE referrals and you will receive referrals: **GIVE TO GIVE (without expecting reciprocity)...**
  - Anyone COMPLAINING is a POTENTIAL REFERRAL...
  - Learn what to LISTEN for, then LISTEN...

**I'm happy to review this with anyone – call me and we'll do coffee!  
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