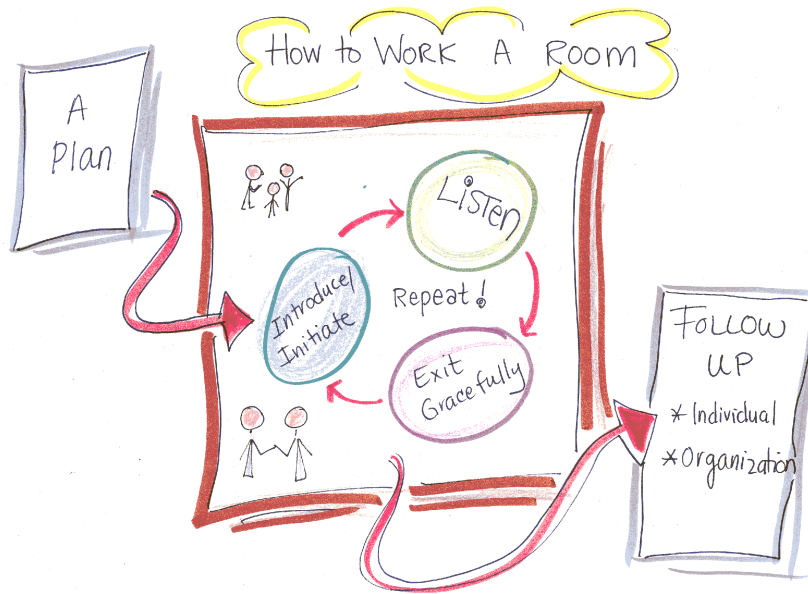


## GETTING THE MOST FROM YOUR NETWORKS

Increasing your business by joining a networking organization is like losing weight by joining a gym. Just paying the membership fee isn't going to do it – you have to show up! Just showing up at the gym isn't enough if all you do is hang out in the sauna or the juice bar – you need to have a specific plan and then execute it. You also know that meeting your fitness or weight loss goal is also likely to take a long time, with incremental steps – getting the full benefit of your networking group is also going to take time!

### HOW TO WORK A ROOM



- Have a plan
  - Plan to meet a given number of people (3-5 is good)
  - Come prepared
    - Have business cards, fliers, etc. (VISIBILITY)
    - Have your elevator speech prepared (CLARITY)
    - What do you need? (CLARITY)
- Initiate
  - Don't just hang around with people you already know!
  - Introduce yourself to someone, make eye contact, shake hands, etc.
- Don't just talk, LISTEN!
  - Ask questions, really find out what people DO and what they NEED
  - Ask yourself, how can I meet any of these needs?
  - Make notes on the back of people's cards
  - Remember – GIVERS GAIN!
- Exit gracefully
  - Don't get stuck with just one person
  - Excuse yourself with a promise to follow up
- FOLLOW UP!

Which of these steps are you already good at?  
Which ones are more challenging for you?

Share tips with others at your table – pair up with someone who is good at what you're not!

### **PRACTICE, PRACTICE, PRACTICE!**

#### **FOLLOW UP**

- Follow up within 24 hours or you won't do it!
- Enter in your database
- Call or email (VISIBILITY)
  - Set up a one-to-one
  - Give them a referral, answer a question, etc. (CREDIBILITY)
- Join a committee, take on a task, get on the board!
  - You gain VISIBILITY by getting to know people
  - You gain CREDIBILITY by making commitments and keeping them, by doing work with and for people

#### **HOMEWORK**

- Follow up with the people you met today!
- Go find another organization and attend one of their meetings, implementing what you learned today! (Chamber, BNI, e-women, etc.)