

Develop Relationships

BONUS TIP

Teach contacts how to take the next step.

Say, *"Let's get together and talk about the kind of clients we are looking for. Then, we can be on the lookout for opportunities for each other."*



FACT

Each person you know fits into one of the 6 stages.



Contacts Count
Research

JOT IT

BY THE BOOK

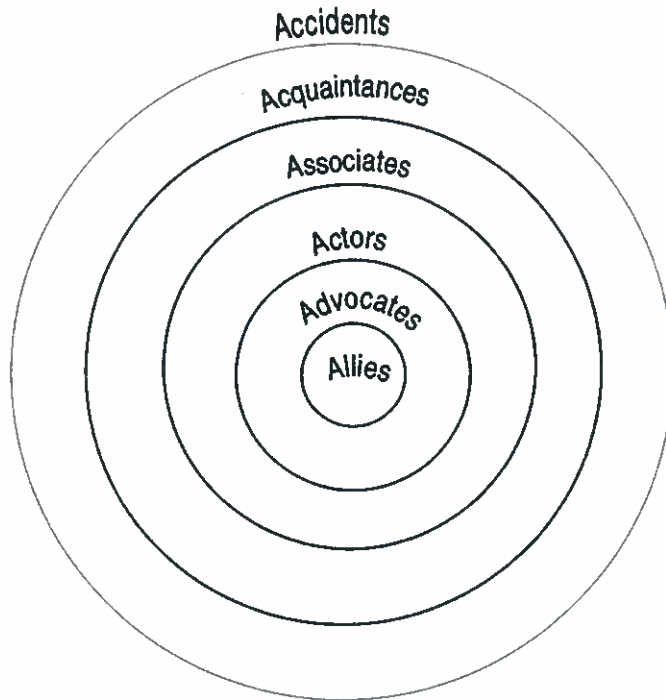
"When you understand the 6 stages, you can assess your current network, decide where to put your energies to widen and deepen your network, and see what to do and say to have more of a relationship with someone."

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"Networks are always becoming, always dynamic, always expanding to meet the needs of the people involved."

- Baber & Waymon -



Know The Stages

FACT

Networking relationships are more complex than most people realize.

Contacts
Count
Research



BONUS TIP



The next step in intensifying a networking relationship

is always up to you. To move from *Associate* to *Actor*, give some valuable information.

“Because you meet Associates regularly, they are the easiest people to develop relationships with.”

- Baber & Waymon -

Accidents

People you will never see again under normal circumstances.

Acquaintances

People you meet through other contacts, but have no *Arenas* in common with.

Associates

People with whom you share a membership (civic group, fitness club, professional association, soccer parents, etc.).

Actors

People who are actively exchanging information and resources with you.

Advocates

People who send opportunities your way, speak up for you, and promote you.

Allies

People who are invested in your life-long business and personal success and who can give you constructive criticism, commiserate with you, and celebrate with you.

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Networking At Its Best

Master Introductions

FACT

97%

of people
have trouble
remembering names.



Contacts Count Research

Learn Names Easily

1. Repeat.
2. Comment or ask.
3. Ask for last name separately.

Make Your Name Memorable

1. Repeat.
2. Separate.
3. Give a tip.

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EXAMPLE

Anne says, 'I'm Anne, Anne Baber. That's Anne with an e and Babe with an r.' Lynne says, 'I'm Lynne, Lynne Waymon. I'm waaaaay down at the end of the alphabet.'



BY THE BOOK

Linger longer over names. Also see the 20 other tips for learning names and teaching your own.



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BONUS TIP

Because most of us are visual learners, looking at people's nametags will help you remember names.



*"People say,
'I just zip through
the name thing
to get on to
the good stuff!'
But, in networking,
names are
'the good stuff.'"*

- Baber & Waymon -

Networking At Its Best

Teaching And Learning Names

INSTRUCTIONS

1. What will you say to teach people your name?

Write it below.

Hi, my name is _____,

_____ (repeat)

(Separate with a breath.)

_____ (last name).

(Tip) _____

2. As you introduce yourself to someone, use the way you developed (above) to teach your name.

3. Use the tips in the notched box on **Master Introductions** to learn the person's name.



NET TIPS



**Hang on
to the
name
long enough
to
introduce that
person
to
someone
else.**

Tell What You Do

BY THE BOOK

"If your contact responds with, 'Oh... nice, interesting,' rethink your answer."



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**"What do you want
your contact
to know about you?"**

**Figure that out,
and you'll know
what to say."**

- Baber & Waymon -

The BEST/TEST Formula

1. One sentence about what you do **BEST** – one talent or skill.
2. One sentence that provides a **TEST**imonial, a specific example that shows how you saved the day, solved the problem, or served the client, customer, or co-worker.

BONUS TIP

**Wear
many hats?**
**Construct
many answers.**



EXAMPLE

Marilyn used to say, "I'm a marketing consultant." But people didn't really know what that meant. Now, she says, "I help people sell their products and services. Last week, I wrote a news release on a new estate planning service for the law firm of Logan, Smith, & Tchernoff that got them a front page story in the *Kansas City Business Journal*."



FACT



90%

of people give their title, occupation, industry, or company, when asked, "What do you do?"

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Networking At Its Best

Answering “What Do You Do?”

INSTRUCTIONS

Make notes below about two different ways you will answer, “What do you do?”

- ▶ Think of a setting where you’ll want to have an answer to the question.
- ▶ Name/describe the kind of person you’ll be talking to.
- ▶ Decide on one word or phrase that focuses on one skill or talent.
- ▶ Come up with an example you’ll use to provide a vivid picture.



1.

Setting: _____

Who: _____

One Skill/Talent (What you do **BEST**): _____

Example (**TEST**imonial): _____

2.

Setting: _____

Who: _____

One Skill/Talent (What you do **BEST**): _____

Example (**TEST**imonial): _____

NET TIPS

Feature an example that will attract the right contacts, resources, or career opportunities.



Networking At Its Best

Decide What To Give

EXAMPLE

Sample To Give List:

- The most recent business book I've read.
- An apartment to sublet in Washington, DC, this summer.
- How sending an audio link makes my e-mail message stand out.
- Trends in orientation programs.



BONUS TIP



To create an active networking resource, give something.

**"Give first,
give
generously."**

- Baber & Waymon -

What do you have to give?

Enthusiasms, discoveries, resources, reviews, referrals, tips/shortcuts, support, new products/services/businesses, expertise, ideas, trends.

JOT IT

BY THE BOOK

Prepare your *Agenda* (what you have to give and what you want to get), and don't leave home without it.

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FACT

The Reciprocity Principle:

When you give somebody something, they will try to give you something back.



