



Harnessing the Power of Networking

Networking Skills and
Business Development Workshop



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Harnessing the Power of Networking

Networking as a Critical Skill for Business Development



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Harnessing the Power of Networking

Who, why, when, where to network

- ▶ Everyone should network, all the time, everywhere.
- ▶ The benefits
 - Solidify & accelerate your career
 - Increase your value to your company
 - Enhance your life
 - Enrich your family's life



Critical Skills: Keys to Effective Networking

- Just do it, practice makes perfect
- Enjoy it and be enthusiastic
- Have a long term perspective
- Do it both internally & externally
- Fit it to your lifestyle & commitments
- Maintain your database
- Prune your network
- Be aware that networking can take place everywhere and at any time if it is appropriate – weddings, graduations, funerals
- Learn to overcome hurdles



How to Overcome Networking Hurdles

- Uncomfortable meeting new people
- Finding the time
- Don't know how
- Don't know what to say
- Lack of a plan
- Don't like to sell
- Society's hurdles



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One-on-One Networking



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Who should be in your network ?

- ▶ Professional Target
 - Existing clients' connections
 - New clients
 - Internal
- ▶ Personal and family
- ▶ Communities



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Connections: Let's Grow the Network!

Where In My Life	Who I Know	Who I would Like To Know
Job/Past Jobs		
Religion/ Spirituality		
Neighborhood		
Alumni (high school, undergrad, graduate)		
Childhood Friends		
Hobbies		
Clubs		
Charity		
Community Service		



Give vs. Get

- ▶ You can control conversation when you give
- ▶ Relationship develops rapidly when you give
- ▶ Next meeting is likely when you give
- ▶ Giving does not mean being a customer



Give vs. Get

What You Have to Offer:

- ▶ Professional expertise
- ▶ External business connections
- ▶ “Demonstrate” that you can be a resource
- ▶ Community connections
- ▶ Family connections



What Next?

- ▶ After meet thank you, follow-up.....FAST
- ▶ Ask permission to add to contacts & database
- ▶ Breakfast and other convenient meetings
- ▶ Start giving back, show the value of the relationship
- ▶ Introduce to your other contacts
- ▶ Invite to an event



Professional Networking Patterns

- ▶ Verbal skills
- ▶ Appropriate behavior
- ▶ Dress for success!
- ▶ Body Language



Presenting Yourself

- ▶ Your occupation
- ▶ Your title at the firm
- ▶ Your aspirations at work
- ▶ Who do you work with?
- ▶ Work fulfillment



30-Second Professional Profile

- ▶ Multiple profile delivery talks
 - ▶ Clients
 - ▶ Prospective clients
 - ▶ Success stories
 - ▶ Unusual experiences



Keys to Effective One-On-One Networking

- Being a good listener
- Learning about her or him
- Having things to contribute and say
- Fast relevant follow up
- Spotting opportunities to give
- Being much less focused on getting
- Finding ways to stay connected long term



Events and Groups



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Successfully Networking at Events – Planning

- ▶ Types of events – conferences, trade shows, weddings, bar mitzvahs, funerals, class reunions, golf outings, etc.
- ▶ Have a purpose in going: to meet, to learn, other?
- ▶ Do your own homework in advance:
 - who will be there/who do you want to meet?
 - what is the agenda?
 - who are the key sponsors?
 - which are the most important sessions?



Successfully Networking at Events – Tips

- ▶ Try to schedule specific meetings ahead of time
- ▶ If out of town, stay at the right hotel
- ▶ View the hotel as an “extension” of the event
- ▶ Think about bringing other contacts who might benefit
- ▶ Show up early and put in a full day – many don’t
- ▶ If coming with others from the firm – break up, don’t huddle, sit together or double team all meetings

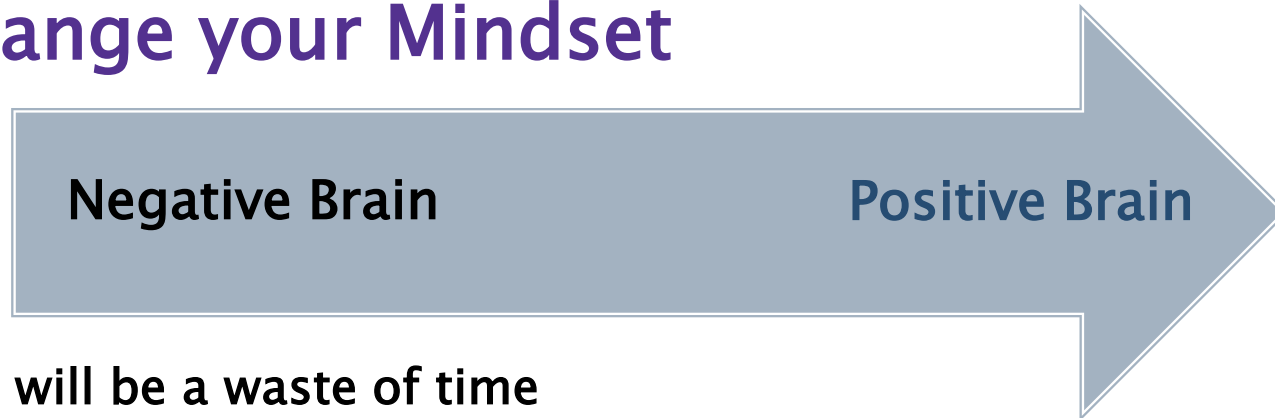


Successfully Networking at Events – Mission

- ▶ Why and who are you at the event?
- ▶ How could you be connected to the attendees and speakers?
- ▶ What's your role/relationship to the organization?
- ▶ What is your interest in the event?
- ▶ Do you have aspirations for the organization?
- ▶ Just say YES, when asked to step up!



Change your Mindset



This will be a waste of time

I'm sure the people I meet will be great contacts

I'm really bad at networking events

I'm comfortable moving from one person to another

I have nothing of value to say

I am an interesting, informative, funny person to speak with

I don't do well in large groups

I will be in small group situations no matter how big the event

I can't remember names

I will remember the names of 5 people I meet



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Conversation and Food

- ▶ Get to event early – eat then or before
- ▶ Choose bite-sized food, avoid dripping sauces
- ▶ Limit alcohol intake
- ▶ Balancing act – drink, food, handshake
- ▶ Be aware of cultural differences



Event Code

- ▶ Join a small group, find people standing alone
- ▶ Gently tap a person in a circle on the arm
- ▶ Make eye contact with someone, smile, nod
- ▶ Be polite, don't speak until acknowledged
- ▶ Don't expect a round of intro's



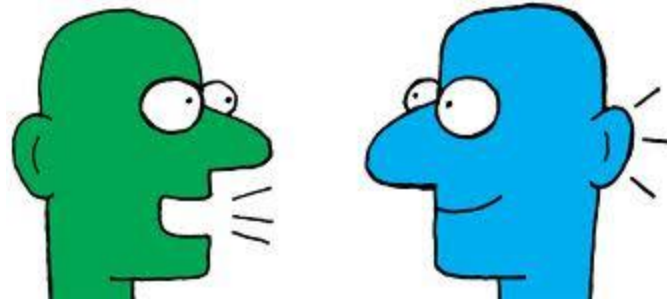
Body Language

- ▶ Eye contact – no “room grazing”
- ▶ Lean forward, square shoulder
- ▶ Smile, nod “yes”
- ▶ How close to stand
- ▶ Firm handshake



Communication

- ▶ Words
- ▶ Tone
 - authoritative
 - friendly
 - parental
- ▶ Compelling message, authentic passion
- ▶ Remember details, previous meeting
- ▶ Ask questions



Conversation Starters

Answer:	Question:
I have a partner.	Where did you meet your partner?
My husband and I.....	How long have you been together?
I'm a teacher.	Where do you teach? What subject?
My golf score was.....	How long have you been a member?
I am looking forward to the speaker.	Have you heard her talk before?
I am running around all day.	What does a typical busy day look like for you?
Terrible weather we are having.	Have you ever lived any place where the weather was worse?
Beautiful day.	What do you like to do now that the weather is warm?



Conversation Makers

Instead of this:	Say this:
I sell life insurance.	Last week I delivered a check for \$525,000 to a long time client's beneficiary. She was able to keep the house.
I'm a teacher.	One of my students recently was accepted to her first choice university. I am so proud of her efforts!
I'm a CPA at the ____ firm.	My forensic accounting work provided the details for the bank to offer the needed loan and liquidity to help the business.
I work at ____ company.	I work at ____ company with family businesses. Last month I worked on a hedge fund audit and found a mistake that saved our client \$20,000.



Story Telling

Pick a topic of interest

Keep it short

Clear with a message

Positive stories only

No “one-upmanship”

No whining

Success Stories

Try to be specific
depending on the event

Be enthusiastic when
telling story

Practice a few success
stories, be prepared

Keep stories
anonymous, no names
unless appropriate



Name Game

- ▶ Repeat it
- ▶ Do you prefer John or Jack?
- ▶ Use the name in conversation
- ▶ Ask for spelling
- ▶ Visualize/connect to something
- ▶ Give the other person more: “...Andrew, people call me Andy”



Conversation Endings

- ▶ Plan ahead to meet 5 new people
- ▶ 5 minutes rule
- ▶ Be honest about moving on...graceful and polite
- ▶ Sum up conversation
- ▶ Business card exchange
- ▶ What's next?
- ▶ Shake hands, make eye contact



Next Steps

- ▶ When to follow-up
- ▶ Reasons to connect
- ▶ Fill your calendar with convenient meetings
- ▶ Everyone can offer something
- ▶ Notes, tracking and CRM



Networking In Existing Groups

- ▶ Search for appropriate possible groups – there are 1,000's
- ▶ Have a real reason to get involved
- ▶ Attend one or two meetings before committing
- ▶ Understand the group's expectations, members, and “rules”
- ▶ Understand fit vs. your objectives



Networking in Existing Groups

- ▶ Develop relationships with all members of the group (critically important to meet and stay in touch between meetings)
- ▶ Get involved – be a leader, not just a member
- ▶ Spread the wealth – look for ways to “give” to all members
- ▶ Give it at least a year



Keys to Effective Networking at Events and in Groups

- Committing time, energy & some money to it
- Having a plan – who (really key), where, when
- Having things to contribute and say
- Spending time wisely in groups and at events
- Fast relevant follow up
- Make quick assessments – get the key facts quickly



Building Your Brand & Converting Connections to Clients



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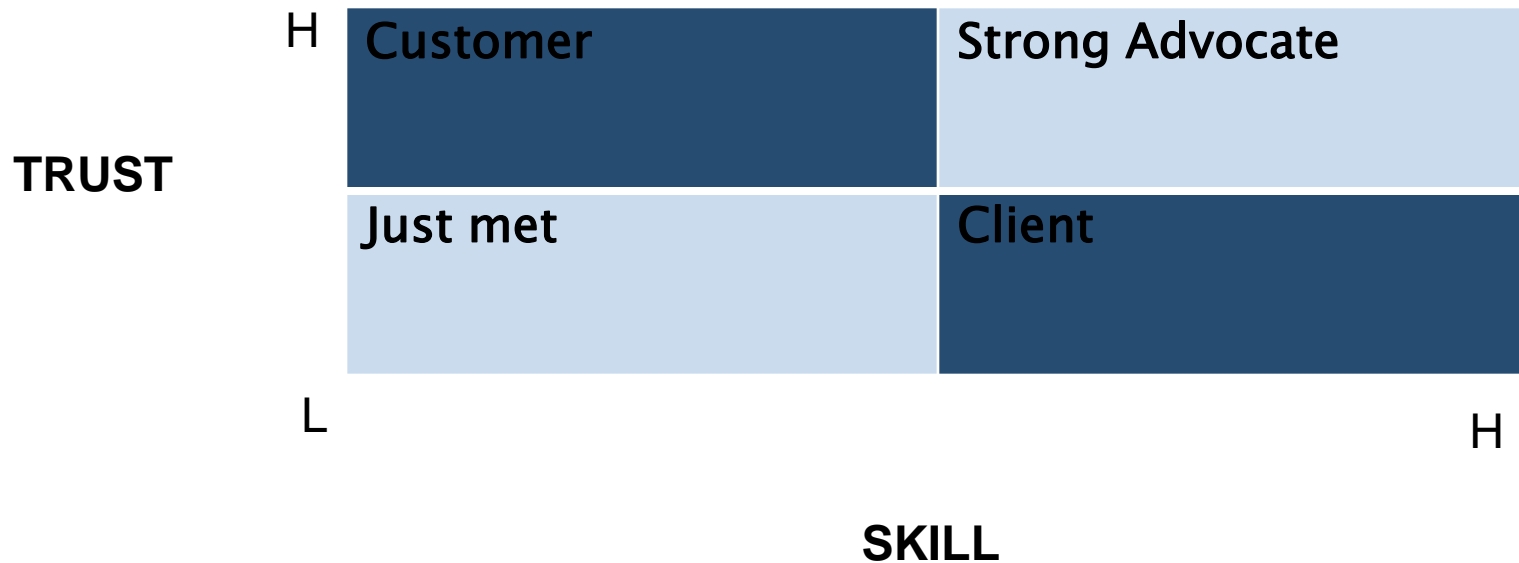
Converting Connections to Clients

- ▶ Add to database
- ▶ Follow-up
- ▶ Be a connector
- ▶ Build trust
- ▶ Ask for their business



Trust Matters

Trust + Skills = Advocate



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Elements in your brand

What you look like:

- › Appearance
- › Attitude
- › Body language

Your network:

- › Existing network
- › Visibility
- › Connections
- › "Contributions" to others
- › Social media involvement

Your Bio:

- › Resume
- › 30-second profile
- › Accomplishments
- › Education
- › Deliverables



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Your Business Card

- ▶ What does yours say?
 - accurate description
- ▶ Giving your card
 - make it special
 - give it with intent
 - explain what you do when you offer your card



Receiving a Business Card

- ▶ Receiving a card
- ▶ Make it special
- ▶ Read the card carefully
- ▶ Write a note
- ▶ Card exchange and timing



Social Media

- ▶ Discuss groups use and experiences with LinkedIn
- ▶ LinkedIn
 - * Over 161 million members in 200 countries
 - * Usage grew 45% in the last year
 - * Top 3 countries: US, India, UK
- ▶ Pros & Cons
- ▶ Ways to use





- ▶ Establish your LinkedIn Professional Profile
- ▶ Stay in touch with colleagues & friends
- ▶ Maximize your presence
- ▶ Explore opportunities



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Keys to Effective Personal Branding for Networking

- Being a “connector”
- Leveraging social media & email tools
- Changing your 30-profile
- Passion



Thank You!



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