

99

**PRACTICAL AND
POWERFUL TIPS**

**HOW TO
BECOME A MORE
CONFIDENT AND
EFFECTIVE
NETWORKER**

By Will Kintish

JAM

... Spreading Valuable Information ...

99 PRACTICAL AND POWERFUL TIPS to show you how

TO BECOME A CONFIDENT AND EFFECTIVE NETWORKER

We work with thousands of delegates on our workshops, seminars and conferences and can confidently state 98%+ don't like networking, find it discomfiting or, if they don't mind it, generally find the results disappointing.

If you are in the professional and service sector most of your business comes from referrals, recommendations and introductions. That's great; it shows you have a good name and provide a high level of service.

BUT

Doesn't this means that you are fully dependent on third parties to dictate the speed of growth of your business? In other words, you are re-active when it comes to marketing yourself, your firm and its services.

TAKE CONTROL

Becoming a more effective and more confident networker puts you in charge of how fast your top line of fees or sales increases.

Reading this will give you lots of simple and practical ideas of how to become the person who is comfortable attending any event and, when spotting potential opportunities, knows what to do to create additional business.

The guiding principle of networking is to give first and receive second. Experienced networkers

have an 'abundance' mentality, looking to help others on every occasion.

"Give without remembering, receive without forgetting".

Elizabeth Asquith Bibesco
British Author & Poet
(1897- 1945)

Please take this to heart throughout this booklet.

Visit www.kintish.co.uk for free information

including full details of our Nationwide programme and in-house workshops.

Our half-day seminars 'HOW TO BECOME A MORE CONFIDENT AND EFFECTIVE NETWORKER' and 'OVERCOME YOUR FEAR OF THE FOLLOW UP CALLS' have been attended by thousands of delighted delegates.

All our workshops are fully guaranteed; not only do we offer your money back we also offer to repay any travel costs if you're not completely satisfied.

Enjoy the booklet and do, please, try out the tips. THEY DO WORK...PROMISE



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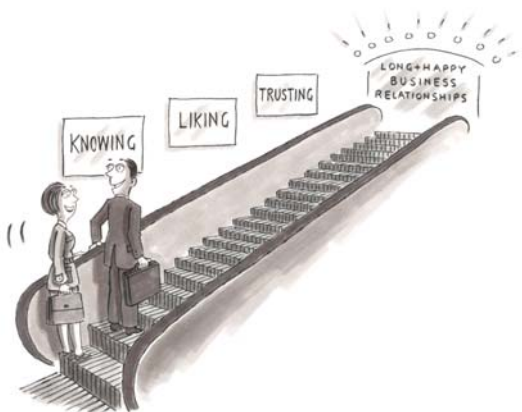
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PLANNING AND ATTITUDES

1. Accept that networking is the most effective and cost efficient way to attract new business.
2. Consider how many reasons there are for networking...for example:
 - Gaining and swapping knowledge.
 - Market intelligence.
 - Creating new contacts.
 - Reinforcing relationships with existing clients.
 - Raising your profile.
 - Building self-confidence.
 - Making new friends.
 - Finding new suppliers and employees.
 - Finding or changing jobs.
3. Become a human mobile resource centre by offering help and advice whenever possible.
4. Be on standby; there are business opportunities everywhere when you're awake, alive and alert. Think about seminars, conferences, exhibitions, trains or planes. Where there are people there are business opportunities-but you have to talk to them!
5. Enter your invitations into your calendar and treat them as an important meeting. If you want to grow your business and raise your profile you must go out and meet new people or reinforce existing relationships.
6. Network with existing clients or customers. They are your very best source of referral if you are giving them a good service.
7. Join networking clubs. These are safe havens for people who are new to, or feel uncomfortable with, networking. Visit our website for full details and links
8. Arrange visits to new contacts you meet at networking clubs. You should not do business at the meeting, they are just platforms for creating awareness and building relationships

9. Know. Like. Trust. These are the 3 pillars on which all business relationships rest. Networking is the activity to build those pillars.
10. Plan the time to go out networking and do it on purpose. It should not be peripheral to your business day, it should be an integral part of it.
11. Accept as many invitations as possible. You never know who is going to be at the event.
12. Sack unprofitable clients to create time to go hunting for clients who will appreciate you.
13. Try to obtain the guest lists before you attend events. If that isn't practical, when possible, ask for a list on arrival. That way you can aim to meet specific people.
14. Set goals when attending each event "I'm going to speak to six new people" or "I'm going to obtain three business cards and follow up" are two examples of setting goals.
15. Give first...receive second must be the attitude when you start networking. If you only think "what's in it for me?" you are likely to become unpopular.
16. Understand networking is the platform for creating an opportunity to sell at a later stage. Don't sell your company or its services when networking. At these early stages all you should do is start to get to know and like people and vice-versa.
17. **SELL ONLY YOURSELF.** People buy people before buying services.
18. Think. In the end ALL business is channelled through personal relationships. There is no such thing as 'business'. After all what is business, it is just a bunch of people?
19. Practice, practice, practice. Like everything new in life you will only become comfortable and proficient when you take yourself out of your comfort zone. Networking at first may take you into the discomfort zone!

20 Be patient in the networking arena. Generally, what you give comes back, but often you have to wait.



WORKING THE ROOM...HOW TO START

21. Arrive early if you feel nervous. Most people feel uncomfortable so this is one way to avoid the issue. They then have to face you.
22. Go with others until you have the confidence to go alone but separate quickly once you start to feel comfortable.
23. Think, "I'm going to meet new contacts and create new business opportunities at this gathering". This should calm the nerves and remind you clearly why you have attended.
24. Wear your badge on the right hand side, this will ensure when you shake hands your name is clearly seen.
25. Make good eye contact, offer a firm handshake and smile. These actions create that first and long lasting good impression. .
26. Look for someone you don't know standing alone and make the first move. They will not be standing there by choice, they more nervous than you, that's why they are alone.
27. Ask permission to join them, introduce yourself and start to ask friendly questions. "Where have you come from?" or "whose guest are you?" are two simple icebreakers.
28. Think how you would feel if someone came up to you. It is likely you will be extremely grateful. Turn this on its head and make the first move, you will never be rejected
29. Give your name clearly and slowly; you do want them to know who you are, don't you?
30. Keep in mind that peoples' names are, to them, the most important sound in the world. Not remembering peoples' names is nothing to do with memory it's all to do with your attitude.
31. Ask your new acquaintance to repeat their name if you don't hear it in the first place. They won't be upset; in fact they will be pleased that you are interested.

32. Repeat their name on introduction and to use it early on in the conversation to help you remember.
33. Be bold if you forget peoples' names, simply say "please forgive me, I have forgotten your name". People will not be offended.
34. Associate their name with mind pictures. Picture Jim King with a crown on his head lifting weights. You are never likely to forget him.
35. Introduce yourself if the person you're with doesn't introduce you. The chances are they have forgotten the name, that's why they haven't been able to introduce you.
36. Listen attentively and actively. Use body language to show that you're interested.
37. Dress appropriately for the occasion. If you want to be different, consider most carefully what image you wish to portray.
38. Adapt your conversation to the event and the people you are with; you have to be a person for all seasons.



WORKING THE ROOM...HOW TO MAKE THE RIGHT IMPRESSION

39. Answer the question "what do you do?" in an interesting and enthusiastic manner. This is important when starting to market yourself
40. Start by telling people what benefits your clients receive from using your services. Do not say (for example) "I'm an accountant" but something like "I help my clients become more successful". There is a great chance they will say "How do you do that?"
41. Create the image you want them to take away by telling them what you do, not what you are.
42. Create the verbal tease by giving information out piecemeal. As long as they continue to ask questions you know they are still interested.
43. Talk in terms of peoples' problems, for example "we work with businesses who are losing productivity because of poor staff".
44. Understand you are the portal through which potential new business comes. Talking about the company's size or number of offices early on is superfluous.
45. Answer the question "How's business?" by saying "Business is great because I get lots of referrals". If you just say, "business is great" your listener assumes you aren't looking for introductions.
46. Small talk is the precursor to big business. Talk about current events, sports and hobbies, families (but be careful here) and of course business itself.
47. Ensure you catch up with current world and local news if you know you're going to a networking event. You don't want to get caught out looking silly and it's a safe area for conversation.
48. Ask questions like "How did you get started in business?" "What challenges does your

business have?" "How did you get into that?"
"How many people do you work with?" etc.

49. Recognise that it is far more important to be interested than interesting.

In any conversation consider W.A.I.T. an acronym for "Why am I talking?"

50. Talk in terms of other peoples' interests. Be a good listener and encourage others to talk about them ourselves. People love talking about themselves; let them; it is the only way you're going to find out anything and everything about them. We learn nothing from talking, all by listening

51. Ask open questions. What? Why? When? Who? Which? and How? After questions about their business ask about their advisors or suppliers. Listen and look carefully. The words can be fictitious, the body language can't!

52. Request to call to find out more, if you spot an opportunity, otherwise you have wasted your time



HOW TO MOVE IN THEN MOVE ON

53. "Work the room" with politeness, respect, integrity, good manners, etiquette and courtesy. Never look over your shoulder looking for others whilst in conversation...the height of bad manners.
54. Move around the room. Spending the whole time with one person is not the best use of your time.
55. Appreciate that you are not obliged, nor owe it to your fellow guests to spend the whole event with them. They will want to move on just as much as you but invariably don't know how to do it comfortably.
56. Move on at the appropriate time; you will know when it is. This is not easy and has to be practised. "Well, Joe, it's been great meeting you. I need to go and see Joanna over there, would you like me to introduce you?"
57. Say, "I'm going to get a drink would you like to join me?" Here you offer options, which are rarely taken up.
58. Move quietly and with stealth; don't let people actually see you work the room.
59. Start up a conversation at the bar or near the food, always a comfortable area to get chatting with people. Offer someone a plate is always a good icebreaker.
60. Act as a host even though you may be a guest. When introducing people don't just say "this is Joe, this is Joanna", add interesting facts about each. You make it effortless for them to start talking, make you more popular and easier for you to move on.
61. Ensure you never leave any guest alone when you host an event. You must have 360° vision to ensure that everybody feels comfortable and is never alone.

62. Break into a two-person group carefully but ask permission first. You do not want to break up an intimate conversation.
63. Watch for their body language. If a couple are standing face to face the chances are they don't want anyone interrupting. If they are standing side by side it is more likely you will be welcomed. Ask permission to join.
64. Approach a group of three (where there is a gap) and wait on the edge. Catch the speaker's eye, smile and it is almost certain that they will smile back. The other two will turn to face and welcome you by introducing themselves. My experiences tell me this almost always happens.
65. Ask permission to join this group and never change the subject. Join in at the appropriate moment adding to the current topic.
66. Watch the body language. Closed 3's or 4+'s are saying, "We're happy here, don't disturb us yet." Only approach open groups.
67. Think. If you don't approach 1's open 2's and 3's you spend the whole time alone or never make new contacts. Consequently, you only ever talk to the 'same old people'.
68. Stand side by side with someone rather than face to face. It makes it easier for you to see others and is a sign you want others to join in. If you don't, close the space.
69. Move on when you meet an unfriendly or rude person. Life's too short spending time with those sorts of people.
70. Stay late at networking events, it's usually in the last hour that the serious networkers build the strongest relationships.
71. Thank your hosts before leaving and send a note of appreciation the next day. Politeness is good for business and it sets you apart from the crowd.

HOW TO FOLLOW UP AND KEEP IN TOUCH

72. Follow up and keep in touch, otherwise why network? Or is it the free food and drink?
73. Ask for the other person's card; there's lots of useful information there.
74. Read it carefully and comment. This shows that you're interested in your new contact. "Oh I see you are based in Park Road". "That's an interesting way of spelling your name".
75. Ask permission to contact them in a few days *to find out more about them and their business*. Generally, now is not the time to be doing serious business negotiations.
76. Write the date you agree to call on the back of the card - within their sight. This shows commitment and links to the next stage.
77. Mark on their card where and when you met and any other interesting facts. Do this out of sight, back home or in the office.
78. Offer your card even if they haven't asked for it. They may look at it after the event and when you call they are more likely to remember you having read your name.



79. Be persistent but don't pester. All through the process ask permission to keep in touch.
- 80 File all cards you collect. You never know when you might need them. When detailed with useful information you rarely forget them.
- 81 Call at exactly the time you agreed and after the introduction try to bring some detail from the conversation at the event. Your objective should be to arrange a meeting.
- 82 Offer to send them some literature if they are not yet ready to meet you. Ask if you may contact them in two weeks to obtain their views. In your letter remind them when you will be calling.
- 83 Be persistent. Until your prospect says "no" keep following up. Your chances of doing business are better with this person than with someone where the process has to start from step one. Offer an escape route. e.g. "If you don't think you can use my services please say and I'll not contact you again"
- 84 Make the first sale easy by offering a discount or a money back guarantee. This is called risk reversal; it is you who takes the chance and not them.
- 85 Stay in touch even after people say no; circumstances and people change. Send newsletters or interesting articles. If you don't stay in touch you are quickly forgotten.



REFERRALS...GIVING AND RECEIVING

86. Ask satisfied clients to recommend you to others. They will be pleased you asked as they too could be helping their contacts.
87. Ask the question! If you don't ask you don't give them the opportunity to say yes!
88. Be as specific as possible. "Can you introduce me to anyone who needs my services?" is too vague. Try to specify the name of a company or better still, an individual. It's easy when they open the door for you.
89. Use the vital networking question, "how can I know if someone I am talking to will be a good referral for you? "This shows you are keen to help others.
90. Always thank referrers.
91. Aspire to help others and then remember there are only two sorts of business contacts. Those you know and those you don't.
92. Aim to encourage the first group to introduce you to key contacts in the second! This ensures that you have a powerful referral system.
93. Be as helpful as you can when making referrals. Don't just give tips or leads but offer to make a call or send a letter of introduction.
94. Be careful about giving unconditional referrals. You could damage your own reputation so tell your contact you are only making an introduction but can't vouch for that person.
95. Follow up quickly when you are given a lead. Leads are like food; they go stale quickly!
96. Keep your introducer involved when you are given the lead and *always thank* him or her.
97. Ensure you are more reliable than normal with referrals. You don't want to let two contacts down.
98. Ask for what you want, people get a buzz out of helping...it's good for their ego!

99. Give outstanding and unforgettable service and your reputation will become widespread. When you are unreliable your fellow networkers will not forgive you easily and your chances of more referrals will be slight.

So, there you are. A whole portion of new or 'forgotten' knowledge. BUT

Remember, knowledge without implementation or practice is...just knowledge.

PRACTICE AS SOON AS YOU FINISH THIS BOOKLET, there are opportunities everywhere to network with confidence and with effectiveness.

Wishing you every success!

Will Kintish



The networking breakfast: a great start to the day.

This booklet is available for purchase at £3.99. Buying in bulk will reduce the price considerably.

Use this booklet as a part of your marketing

- **Customise it in your own branding**
- **Give to new clients as a welcome**
- **Package it as a value-added bonus with your other products**
- **Provide copies to people in organisations who can or do refer business to you**
- **Give it to colleagues to help with their networking**
- **Use it as a thank you to clients suppliers**
- **Give to existing clients as 'added value'**

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