



EveryDay Networking and Relationship Building Skills

**Presented to
NeoCon East**

**Andrea R.Nierenberg
October 2009**



5 EveryDay Drivers

- **Meet people and nurture your network**
- **Listen and Learn**
- **Make connections for others-create advocates and centers of influence**
- **Follow Up with a plan of action**
- **Stay in touch creatively-be on their radar**

"The opposite of networking is not working"

How do you define networking? Where are your strengths and areas of improvement?

7 Rules of Networking

- Smile
- Look at the person in the eye
- Listen
- Be aware of body language-respect
- Reach out-be proactive
- Come across positive-not pushy
- Look for common interests

The 5 types of people who can help you network

- Satisfied donor.
- Friend
- Someone who is a joiner and active participant
- Supplier
- Neighbor

Networking Strategies

- Become aware of everything
- Have a plan and goal
- Do your homework
- Be proactive. Get involved
- Go global in your thinking
- Be clear about your expertise

Your 30 Second Introduction

- **Focus on the impact. Make it brief, focused and hard hitting. Keep it short.**
- **Rotate the facts. Develop several introductions. Think of the different aspects of your work.**
- **Make it relevant to the audience. What will make the listener say-“tell me more”?**
- **Believe it. Be careful not to oversell-speak from integrity and pride.**
- **Put your weight behind it. Deliver it with passion.**
- **Sound like you’re really happy about what you do.**
- **Look at the listener. Watch for “MEGO”**
- **Know when and when not to use the intro.**
- **Know when to stop. Less is more. Brief and focused.**
- **Leave them wanting to know more.**

Topics to Build on Your Relationships OVER Time

- Name
- Company or Affiliation
- Phones-company, home and cell
- Address
- Birthday
- Hobbies/Interests
- Favorite foods/restaurants
- Vacation interests
- Spouse name
- Kids—specific interests and information about them—your future scouts
- Pets
- Preferred method of communication
- Special holidays
- Job promotions/moves
- Who you refer to them
- Who they refer you to
- How you met and when
- Likes
- Dislikes
- Prior Job
- Anniversary of doing business together
- Professional Organizations
- Assistant's name
- Know what 'motivates' them
- Ask for their advice and information given and write it down in your notes
- How you have handled any problems that have arisen with their account
What they said when you ask them: "Why do you work with me?"

52 Nonstop Networking Tips

1. Give yourself permission to network. Changing your attitude to a positive one is the first step to networking success.
2. Make a list of ‘opening lines’ to use when meeting someone new. Use open-ended questions that require more than a one-word answer, or at least follow up with an open-ended question.
3. Develop a 30-second infomercial about yourself. Practice it until it becomes spontaneous and natural.
4. Do your research before attending an event. Learn the basics about the organization and the people likely to be at the event.
5. Have a list of “get to know you” questions.” These go deeper than “opening line” questions; they help you to get know the interests of the person you have just met.
6. Keep a journal of small talk topics. These are about current events, industry topics, books and movies, community topics, and the like.
7. Set a goal for every event or meeting you attend. A good goal is to meet two new people, make a connection, and send a follow up note, call, or e-mail.
8. Smile when meeting people, entering a room, or talking on the phone. A smile is the first step in building rapport.
9. Look the other person in the eye. Eye contact says you are focused on the conversation and interested in what the other person is saying.

10. Listen with care. Be aware of what the other person is saying instead of thinking about what you will say next. You will remember much more about the person and the conversation.
11. Learn to remember names. This skill will set you apart from many. Listen carefully when the name is said, repeat it frequently in conversation, and create a mind picture that will help you associate the person with the name.
12. Give compliments. Make a goal to look for positive attributes and give five compliments a day.
13. Make a list of the key people in your industry or profession that you would like to meet. Determine what organizations, places and people they know that you could find to get to meet them.
14. Re-connect with four people a week. This week call a client or prospect you have not been in touch with for a while, a former business colleague, a former friend, and a current friend you haven't spoken with for a while.
15. Join a networking group and go to the meetings. Even if you don't get any referrals, it is a good way to practice your networking techniques like your 30-second infomercial.
16. Research and join an industry or professional group. Go to two meetings, meet two people, and set up two follow-up meetings before you make your decision to join.
17. Join a service group, such as a Chamber of Commerce, or a fund-raising organization. Follow your interests in this matter. Join for the sake of giving, not getting.

18. Follow your interest and take a class, join a health club, take a cruise.
Remember, you need like-minded people in your network.
19. Volunteer, write an article, or join a committee in your organization. Becoming known helps you meet people and develop relationships faster and more profitably than just attending meetings.
20. Send three hand-written notes a day. Send these to people in your network to say thank you, congratulations, send an article of interest, extend an invitation, or just to keep in touch. Use “found time” during the day and make these short and simple. Carry note cards and stamps with you. Use www.appreciationpower.net combine high tech and high touch.
21. Write an article, or newsletter to send to your contacts. This promotes your business and helps you keep in touch with your contacts. You can easily do this electronically.
22. Send gifts. Remember those who help you, or just remember a special occasion for those in your network. Develop a list of reliable vendors of unique gift items for these occasions.
23. Use premiums that constantly remind the recipients of your name and your business. Look for useful items that will be appreciated and that will keep your name in front of others.
24. Follow up within twenty-four hours of a meeting to say, “nice to meet you,” “thanks for your time and consideration,” and to set another meeting.
25. Call within two weeks of suggesting another meeting. “Let’s do lunch” is not an effective networking technique. Make it happen.

26. Send materials or information promised on time or sooner than promised.
27. Thank your contact for a referral and let them know what happened.
28. Become a resource for others. Give generously of your time and expertise.
29. Look for unique and creative ways to have “face” time with others. Try having coffee, afternoon tea, taking a walk or run, getting a manicure, shopping, meeting at the sky club between flights, or meeting at an art gallery.
30. Remember birthdays and send cards. Find out the birthday month of each of your contacts, make a list of contacts by birthday month, and send out cards once a month to those on the month’s list.
31. Develop a system to keep in touch with everyone in your network on a regular basis. As you list grows, divide it into categories and have a contact plan for each category.
32. Review your list on a regular basis and “clean out” those contacts that are, for whatever reason, no longer in your life.
33. Develop and maintain a database of your contacts. It need not be “high tech” it can be on 3 x 5 index cards. Your system should work for you, you should not have to work for your system.
34. Collect information about each contact besides the basic contact information. This includes interests, family, awards and promotions, special dates, how you met, and other pertinent facts.
35. Determine the way each contact prefers to communicate: phone, e-mail, in person. Note this on their database record.

36. Make and keep notes about each meeting with each contact. Refer to these when following up or before the next contact with them.
37. Have a system for filing business cards. As an active net worker, you will collect many. Enter the information into your network database and then file the card depending upon how you plan to use it in the future.
38. Enter information about a new contact and follow up within 24 hours of your meeting.
39. Answer your phone and e-mail messages within 24 hours even when you are on the road. With today's modern technology, there is no reason not to be in touch.
40. If you are out of touch for a period, let people know with a message on your phone and an automatic e-mail message.
41. Everyday, send an email to someone in your Internet address book you have not heard from recently.
42. Once a week, go through your contact list and call three people just to say "hello."
43. Once a month, have lunch with a friend, colleague, or client you have not seen for a while.
44. At a company function, set a goal to sit next to someone new and get to know them.
45. When making telephone calls is uncomfortable, use a script and practice until it comes naturally.

46. Begin with a compliment. This is a wonderful way to start a conversation when you may not know what to say to break the ice.
47. When a conversation gets off the topic you want to talk about, use a “bridge” such as, “that reminds me of...” to get back to your topic.
48. Attend meetings with a purpose. Have a specific goal in mind when attending an industry event or other networking meeting. It could be just to meet the speaker, or someone else you know will be there.
49. Set a time limit. When spending an entire meeting with a group of strangers seems daunting, give yourself permission to leave after a specific time, say one hour.
50. When eye contact is difficult, set your gaze at the “third eye” —a spot just above the bridge of the nose between the eyes.
51. Network on the Internet. Online networking is a new and efficient way to establish relationships with those in your field.
52. Give yourself a reward for networking success—whether for attending an event for an hour, or landing a new job as a result of a networking contact. You deserve it!

