

# NETWORKING

**This is a pack of networking handouts that I have written, adapting both original source material and my own experience. The pack gives people practical tips on how to build and use a network, in order to generate opportunities. Remember that internet sites like Facebook, Linked In and Twitter are also good for networking.**

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Richard Maun  
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**Primary People Ltd**  
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# NETWORKING

## THE SMART WAY TO GET AROUND

### 1. BACKGROUND

A *network* is a group of people who are linked in some way, whereas *networking* is an activity aimed at creating or using a network for some specific benefit. This is an active process which requires active participation. Networking means switching on your network and expending energy to achieve your goals.

**The purpose of networking is to generate opportunities by establishing named contacts AND asking them for something.**

Networking is more than 'just talking'. To be successful it requires diligence (to ensure all options are considered), patience (as it takes time to build and service) and hard work (you only get out what you put in).

The key attributes

- Active
- Ask
- Plan
- Service

Networking

### 2. TOOL

Networking

- Service
- Ask
- Ask
- Ask
- Ask

Successful people tend to have their first and last name

### 3. TEN TIPS

Successful networking guideline following

1. **Network** - Always be looking for people to meet.
2. **Always ask** - Always ask for something, even if it's just a business card or a compliment slip.
3. **Always ask** - Always ask for something, even if it's just a business card or a compliment slip.
4. **Tell people that you are looking for something.** A network can only help you if it knows you are actively looking for something. Think of this as *switching on* your network. Ask yourself: Who knows that I am looking for something?
5. **Duplicate yourself.** Help yourself by leaving copies of your CV with people, or at least a business card or compliment slip. These will help to jog their memory when you're not around.



- 6. **Remind people.** Support meetings with regular email-shots and memory jogger telephone calls. Ask yourself: What did I have for dinner a week last Tuesday? You will probably not be able to remember, so don't expect people to remember your precise needs when you're not around.
- 7. **Practice makes perfect.** You have to kiss a lot of frogs to find a handsome prince – so get kissing. Each frog kissed brings you one step closer to your goal. Ask yourself: How many frogs have I kissed this week?
- 8. **Be interesting.** People will never remember you if all you say is "I'm a production manager" (yawn yawn). Instead say something like "I used to work with 80 million paperback books, which was a fascinating experience" or "I used to work next to the seaside, which sometimes made me want to bring my bucket and spade to work." As soon as someone asks you a question that means they are interested in you and that your pitch has worked.

- 9. **Coll** ... can forget to
- 10. **A** ... ng your



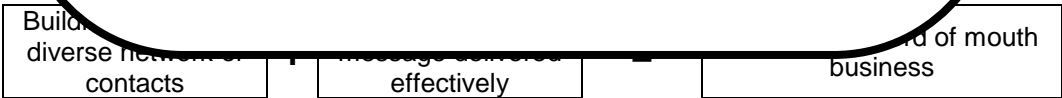
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**5. FORM**

According



Set a goal for the number of contacts you need. Refine your message so it sells your uniqueness. Go out and meet people to build your contacts and get your message across.

**Take away message:** *Networking works if you work the network.*

Ref: The World's Best Known Marketing Secret, Ivan Misner 2000.

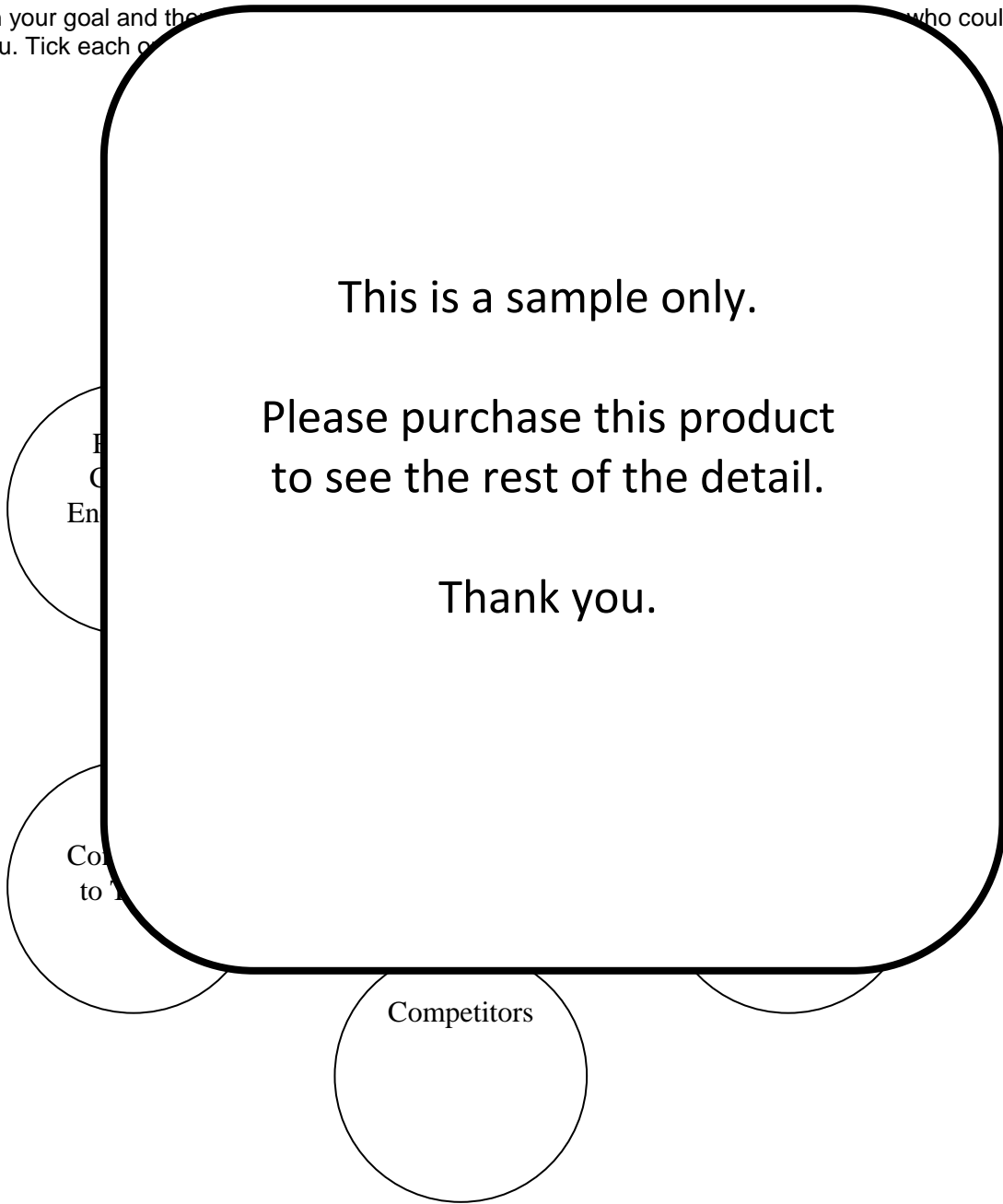
# BUILDING A NETWORK

## EXERCISE

To be a successful networker you have to have a network to operate in.

If you have a destination in mind it's easier to build a network to get you there.

Write in your goal and the who could help you. Tick each of



# 60 SECOND SELLING

## A MINUTE TO WIN IT

### 1. BACKGROUND

A minute is all you need to impart some useful information. People spend too long trying to get their message across and we make up our minds very quickly.

- Have you ever walked into a shop and decided 'on impulse' that the item on sale was perfect for you?
- Have you ever met a person and felt that they were someone whom you 'could do business with' after only a couple of comments?

The chances are that in both cases you took a minute or less to process the relevant information and to make your decision. You were either calling to them, or being interested in them.

### 2. CRAFT

Using an opportunity to open questions and focus on

We talk to talk to help keep

1. IN
2. T
3. A
4. H

### 3. HOOK

Keep them on the tongue. Part of Bill Clinton's success was that he was "The Comeback Kid". Hook lines work and although you may feel uncomfortable with them at first, they are worth persevering with. A safe option for a hook is to repeat your most memorable fact in 5 to 6 words.

Hooks which are cheesy or naff are better than no hook – if people don't remember you then your marketing effort has been totally wasted.

**Take away message:** Remember to be interesting, relevant and concise.

Ref: The World's Best Known Marketing Secret, Ivan Misner 2000

# BIZZ LIGHTBEER & BARB EDOLL

## NETWORKING CONVERSATIONS (With commentary)

Networking is about communicating effectively; which is about combining listening and selling skills. When you're surrounded by people remember the 3-feet rule:

**Always talk to people who are less than 3-feet away from you.**

Starting a conversation is like playing chess and it helps to think ahead and plan your moves. Please read through this snippet of dialogue from an outtake of:

### TOY STORY 9

*Bizz Lightbeer goes to Cornfield University and meets Barb Edoll in a Social Club.*

Bizz: Hello my name is Bizz, Bizz Lightbeer. (1) *Always repeat your name*

Barb: Hi Bizz, I'm Barb, World Class Barb Edoll.

Bizz: Pleased to meet you Barb.

Barb: Likewise. So what do you do?

Bizz: I'm a student here, studying Lean, and before that I used to battle the Evil Emperor Zorg. You know, interesting *say something*

Barb: No kidding?

Bizz: Indeed.

Barb: That's all?

Bizz: So... *ask a question*

Barb: Yes.

Bizz: What about the other folks? *asked*

Barb: Lots of them. I've heard 'em give the... *asked I'm*

Bizz: Yes, interesting... *asked the*

Barb: Really?

Bizz: Well, I'm a student here, studying Lean, and before that I used to battle the Evil Emperor Zorg. You know, interesting... *asked but you?*

Barb: What about the other folks?

Bizz: And... *asked al*

Barb: How about the other folks?

Bizz: I'm a student here, studying Lean, and before that I used to battle the Evil Emperor Zorg. You know, interesting... *asked s short*

Barb: So, what about the other folks?

Bizz: Oh, my... *asked ellar*

Barb: Okay.

Bizz: Yes... *asked ndation*

Barb: Sure. Here...

Bizz: Thank you. Oh, so you're the Head of Marketing at Martel Industries? (8) *Show interest in the other person by asking a question – use their card to prompt you*

Barb: Indeed I am. I've got to rush off now and choose my next pair of shoes, but please give me a call Bizz. It was good talking to you.

Bizz: Thank you I will. *asked ep. No, date my for*

(\*This is just my sense of humour. Being cheeky is not good networking practice).

# BIZZ & BARB – NOTES

## FOLLOW UP ROUTINE

### USEFUL NOTES

1) Always write the date and place you met the person on the face of their card. You can use this information to jog your memory. Add any notes on the back. Write down the information within 5 minutes of meeting.

2) Put the name in your diary.

3) Try to arrange a face-to-face meeting. Remember that most people can be contacted by phone.

4) Be positive. Always ask for a longer interview.

5) Try to prefer to meet in person. Always give a date in your diary.

6) Remember that you are rarely delayed by "I'm busy." Having seen this, you can say "I understand, but I would like to see you."

7) Always make a date to start to work with you.

8) Remember that when people are busy, they are often busy with you.

### SE



2. ‘I can help you with that.’ My excellent complex jargon.” of our approach is that our products have a wide range of endorsements. Also, another benefit is our money-back guarantee, which lasts for the first 5 minutes after you walk out of the shop.”

3. Be positive and confirm where you could be of use to someone. For example, respond to an obvious opportunity with: “I could assist you with that.”

### SUMMARY

Effective networking is based around effective communication skills. Which need:

*PRACTICE Practice Practice practice  
practice PRACTICE Practice!*