

Savvy Networking

Connecting with Ease

Presented for



Presented by

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Protocol for Building Relationships

The KLT Factor: People like to do business with, work with, hire and refer business to people that they **know, like** and **trust**.

The Host Mentality: A mind set of moving from _____ to _____ behaviour

The Handshake: the appropriate touch in business that makes a physical connection

Avoiding handshake awkwardness: _____

Times to shake hands:

- When introduced
- When you say goodbye
- When an agreement is concluded
- To congratulate

A good handshake is not memorable!

Nonverbal Communication to Build Rapport: _____

If you are having difficulty building rapport, audit your body language, especially your facial expression.

Avoiding Embarrassment with Names:

Focus on the other person's name and be in the moment. _____

Tell yourself you are good with names and get in the habit of reintroducing yourself.

Effective Introductions:

Get to know your colleagues and customers so you can include a tagline when making introductions.

Tag lines should include:

- Something they have in common
- An accomplishment
- An interesting fact
- At very least a job/position title

The Art of Mixing and Mingling

Networking is the process for developing and nurturing personal and professional relationships for mutual gain.

The Easiest Way to Initiate Conversation - The Fishing Line

A “fishing line” is the safest way to enter most conversations. It can be a rhetorical statement such as “The food looks good.” or “What a great turnout.”

It should be:

1. Neutral/non-threatening
2. Relevant to the situation
3. Pleasant/complimentary
4. Easy to agree with

Effective Conduct at Networking Events:

Standing/sitting

Food and drink

Business card/follow-up

Effective Entering/Exit Strategies

Graceful Exit Phrases

- It was nice meeting you. Good luck on your venture/project/job.
- Thanks for bringing that to my attention. I’ll be sure to follow-up with you.
- I’ve certainly enjoyed talking to you, I didn’t realize there was so much to _____.
- It’s been great chatting with you. I appreciate your support and look forward to seeing you again.
- There’s someone I’d like you to meet.

End on a positive!

Small Talk

Safe and easy topics:

- Work: Employment/profession/volunteer
- Interests: Hobbies, activities (the arts, books, movies, travel, sports)
- Neighbourhood: Hometown /place of origin

Charismatic Conversation Strategies

Focus on the other person:

Work/Profession:

1. What business are you in?
2. What attracted you to it?
3. What do you enjoy most about your career?
4. Share something about yourself and your profession.

Interests: Activities/hobbies/travel:

1. How do you like to spend your time when you're not working?
2. What got you interested in _____?
3. What is your most memorable experience?
4. Share something about your own passion/interests.

Neighbourhood: Hometown/origin:

1. Have you always lived in _____?
2. What brought you here?
3. What do you like best about living here?
4. Share something about yourself and what brought you here or why you enjoy living here.

Questions that encourage small talk


- How do you know the host/group/boss/couple?
- What session/_____have you enjoyed so far?
- Are you a member or a guest like me?
- Is the turn out always this good?
- Did you catch the _____ show/ _____ game last night?

Preparing for Small Talk

Finding Clues for Conversation (auditory, visual)

Conversation traits/topics that ‘shut down’ conversation:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

| | |
|---|---|
|  | <h2>Relationship Building Topics & Commonalities</h2> |
| <p>Family Spouse: career, interests, accomplishments Children: ages, interests, accomplishments Parents: Pets:</p> | <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> |
| <p>Travel/Vacations Last/best: Next:</p> | <hr/> <hr/> <hr/> |
| <p>Home Now, previous home – home town/origin</p> | <hr/> <hr/> <hr/> |
| <p>Sports/Hobbies Interests: Music, food, favourite restaurants, movies</p> | <hr/> <hr/> <hr/> <hr/> |
| <p>Accomplishments/Recognition/Goals Organizations: service clubs, charities, etc.</p> | <hr/> <hr/> <hr/> |
| <p>Most passionate about Recent interests/experiences</p> | <hr/> <hr/> <hr/> |
| <p>Work/Career Position: now how long, previous Chain of command - boss, staff, colleagues Education: what and where</p> | <hr/> <hr/> <hr/> <hr/> |
| <p>Contact events Last contact Last conversation</p> | <hr/> <hr/> <hr/> |

Nurturing & Maintaining Relationships

Action Checklist

Send notes to clients, mentors, colleagues and employees in your network when they:

- Reach a milestone (anniversary, goal, project completion)
- Receive an award or are nominated for an award
- Are appointed to a board
- Appear in the media
- Start a new job
- Receive a job promotion
- Start a volunteer position
- Move to a new location
- Commemorate mergers and acquisitions
- Publish an article or newsletter
- Sponsor a charity
- Organize an event
- Celebrate a family event (marriage, new child, birthday)
- Retire

General guidelines regarding gifts:

- Do your research to ensure you personalize your gift
- Be sensitive to the cultural diversity of your client base
- Ask administrative assistants/secretaries/spouses what the recipient would enjoy
- Gifts should be useful and have a long shelf life
- Send gifts that people can share with their spouses/family
- Subscription to a magazine that you know they have an interest in
- Send a book or CD related to their interests
- Send tickets for a special event you know they will enjoy
- Be familiar with company protocol around gifting (phone and ask if you are not sure).
- Ensure the gift's value is appropriate.

Relationship building action list:

- Call regularly
- Return calls quickly
- Invite them for lunch
- Make referrals to your contacts
- Apologize when you have made an error
- Apologize when your firm has made an error
- Visit their booth at a trade show
- Send condolence card for unhappy occasions
- Share your knowledge, resources, and contacts
- Thank and show appreciation of others