



The Art of Developing a Power Network

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A Word from Our Sponsor

Mark Walker

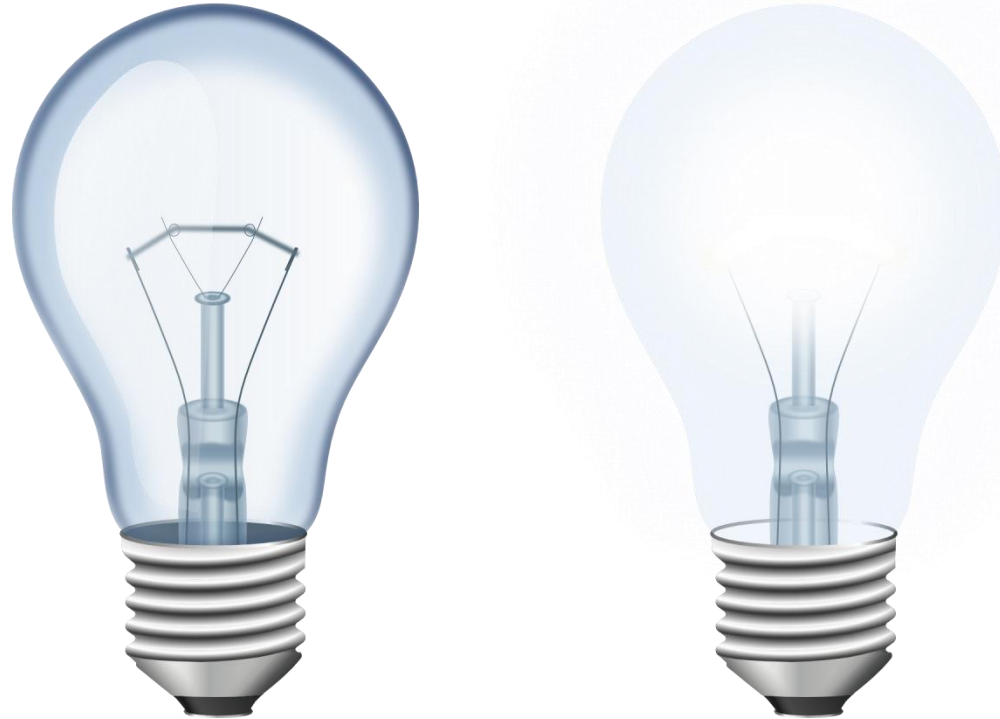


Merchants
INFORMATION SOLUTIONS, INC.

Count the F's

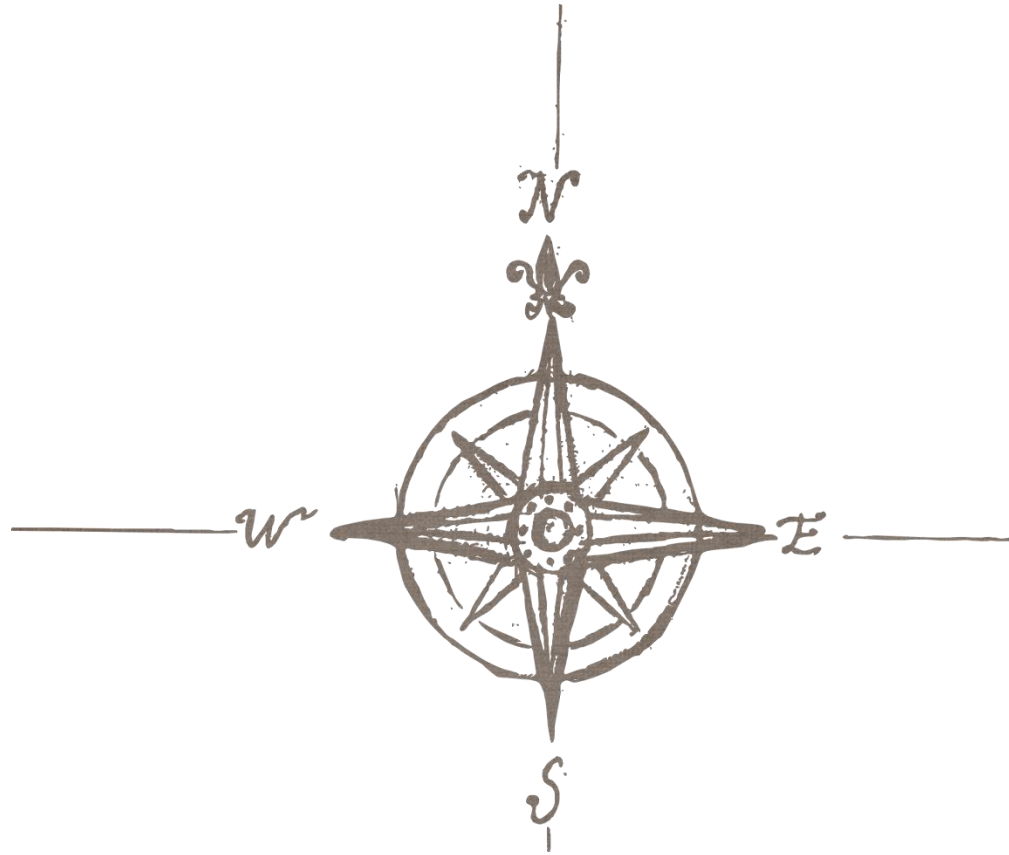
Two of the most powerful and effective of all human fears are the fear of failure and the fear of success.

Our purpose today as your Coach



Uncover those hidden F's

Your Reticular Activating System ...



It's the COMPASS for
your brain

Your Goals set the
compass

What I want out of today ...



What is Business Networking?

Networking is building relationships



Networking is building relationships

It's not who you know but who knows you!



Each 100 contacts has access to 100 contacts

Basic Networking

How Do You Start?

The Fundamentals

- Attitude is everything
- Have a Plan
- Add value...this isn't about you
- Create good...no great...interactions
- Follow-up

Attitude is Everything

Mindset

- Being genuine
- Building trust
- Seeing how you can help



THOUGHTS X ACTIONS = RESULTS

Have a Plan

- **Why** – have a purpose or a goal
- **Who** – target your prospects
- **What** – type of event; choose carefully
- **When** – how often...frequency
- **Where** – repeating and diverse
- **How** – face to face, social networking, emails, conference calls

Be strategic

Add Value...

- Be known as the “connector
- Don’t collect business cards
- Give valuable information
- Help the person you are speaking with
- Try to make the exchange memorable

How do you add value?

Create Great Interactions

- AELAT
 - Approach
 - Engage
 - Learn (listen)
 - Add value
 - Transition

Attend as though you are the **host!**

Follow UP

- Within 48 hours ... now?
- Be sure to ASK if you can add them to your database
- If appropriate, setup follow-up meeting
- Provide Value...again
- Follow Through on Your Commitments

People generally follow-up with only 10% of connections they make*

*Fisher, Donna, "Professional Networking for Dummies"

Tips – Do's and Don'ts

Tips – Do's and Don'ts

- **Do not** spend time with people you know
- **Do not sell**
- Come early and stay late
- Engage the keynote speaker before their presentation

Cultivate rapport

Tips – Do's and Don'ts

- Engage in one-on one conversations
- Always extend your hand first and always shake hands good-bye
- Ask for cards, don't give cards
- Give introductions and ask for introductions
- Write key information on the back of the business card

Cultivate rapport

The 4th Largest Country ... Social Media

It can't be ignored.

It can be a catalyst for genuinely
establishing and building business relationships

Social Media Demographics

- 72% of all internet users are now active on social media
- It is predicted there will be 2 Billion users of social media this year
- Time spent on Facebook per hour: 16 minutes

Social Media Demographics

- 71% of users access social media from a mobile device.
- More than 2 users sign-up for LinkedIn every second.
- B2B marketers using blogs generate 67% more leads
- 93% of marketers use social media for business

Social Media Networking

Fundamentals...Remain the Same

- Attitude is everything
- Have a Plan
- Add value...this isn't about you
- Create good...no great...interactions
- Follow-up...faster



POWER NETWORKING TOOLS

- Network Updates
- Advanced Search
- Personalized Invitations
- Tagging, Commenting, Liking
- Groups

Network Updates



Contacts



**Rutgers OCPE:
Grant-Funded
Training Department**
has a new job.

Now Marketing at Rutgers
University, Office of
Continuing Professional
Education.

Say congrats



Deanna Foulke is
having a work
anniversary.

3 years this May at myHR
Partner, Inc..

Say congrats



John Krajsa is having
a work anniversary.

10 years this May at AFC
Reverse Mortgage, Inc..

Say congrats



Scott Lifer is having a
work anniversary.

3 years this May at BNI
Delaware Valley Region.

Say congrats



Mary G. Nelson is
having a work
anniversary.

14 year this May at Hertz
Supply Company.

Say congrats



Alex Pamphilis is
having a work
anniversary.

4 years this May at
Business Owners Trade
Alliance (BOTA).

Say congrats

Advanced Search

SEARCH

1,324,104 results

Save search

Advanced <

1st Connections x

2nd Connections x

Group Members x

People

Jobs

Keywords

First Name

Last Name

Title

Company

School

Location

Advanced People Search

Relationship

- 1st Connections
- 2nd Connections
- Group Members
- 3rd + Everyone Else

Location

Current Company

Industry

Past Company

School

Profile Language

Nonprofit Interests

Groups

- Social Media Marketing
- Marketing Resource Library
- Writing on LinkedIn
- On Startups - The Community For Entrepr...
- RETAIL, HOSPITALITY AND TOURISM TAL...

Years of Experience

Function

Seniority Level

Interested In

Company Size

Fortune

When Joined

Personalized Invitations



Invite **Jeff** to connect on LinkedIn

How do you know Jeff?

Colleague

President | Digital Marketing Coach | Social Media Spc ▼

Classmate

We've done business together

Friend

Other

I don't know Jeff

Include a personal note: (optional)

Jeff, I noticed you and I are both connected to Jeff Teschke.
Would love to connect and see if there is opportunity ton align
strategically.

Thanks,

- Monika Baraket

Tagging, commenting, liking

Like · Comment · Share · 1d ago



Jeff Teschke

Friday. Who's with me? #TGIF #Hustle



Like (2)

Comment · Share · 2d ago

Michael Keszowski and Marissa Hann

Jeff Teschke I'm there!

Comment

Groups



Lehigh Valley Business Group 🔒

3,306 members

Member



Discussions

Promotions

Jobs

Members

Search



LEHIGH VALLEY BUSINESS GROUP

Members of this Group



Jeff Kadas
Premier Banker at Wells Fargo
[Unfollow Jeff](#)

[See all members](#) ▶



Your Activity

Say something interesting! 174 ✕

Add more details...(optional)

Discussion type: General Job Promotion

Share

Your group contribution level

Start by commenting in a discussion. Group participants get 4x the number of profile views.



Getting Started



RELATIONSHIP BUILDING TOOLS

- Connect with “friends”
- “Like” business pages
- Post, share, like
- Stay on top of network news
- Tag when appropriate



POWER NETWORKING TOOLS

- Search.twitter.com
- Have conversations
- Twitter Chats
- Mention customers/contacts
- Respond right away...etiquette

What are two actions you will take regarding your social media usage?

Digital Marketing Solutions

Accelerate Business Resources

Monika Baraket, owner

Acceleratebr.com

A Word on Good Communication

Perceptions are Reality

What do you see?



3 Tools of Communication ...

Words

Voice

Body Language

7%

38%

55%

It is All About Communication

- 75% of the American public are more afraid to enter a room full of strangers than they are to speak in public
- Speaking in public is the #1 fear of the American Public

It is All About Communication

The Art of Small Talk

Small talk is light and casual conversations that avoids obscure subjects, arguments, or emotionally charged issues.

Exercise

Talk with 4 people around you and identify at least 3 introductions or break the ice questions you use at a networking events.

The Art of Small Talk

- Create rapport and a friendly atmosphere
- Helps spontaneously start conversations
- Helps maintain stimulating conversations
- Provides an easy way to change topics gracefully
- Ends conversations tactfully
- Helps you converse with confidence

The Art of Small Talk

Step 1: Prepare - 8 Great Options

- The setting...how do know the host, connection to the event
- How the day has been so far...
- A compliment...
- Upcoming Plans...weekend, upcoming holiday
- Something interesting from the news
- Movies or books you have watched/read
- Work

The Art of Small Talk

- Step 2: Search for Individuals that seem receptive, establish eye contact and smile
- Step 3: Be first to introduce yourself and ask easy, open-ended questions.
- Step 4: Listen to the persons name and use it and listen for facts, feelings on which you can build
- Step 5: Disclose some of your background and interests and explore the others interests.
- Step 6: Restate something you found interesting and end with an invitation to meet again or it was a pleasure...

The Art of Small Talk

And remember...

“...people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” - Maya Angelou

What are some “small talk” questions
you will try?

See workbook...

“Your Power Circle”



Adds real power to Networking

Your Power Circle

- Not all network contacts are equal...your network contains a small number of people that have proportionately more influence with you and you with them...your connectors
- Powerful relationships built on trust and collaboration
- Trusted allies that you align with...
 - share common values
 - no competing interests
 - synergistic benefits for both
 - on-going relationships

Your Power Circle - Benefits

- Constant flow of new business leads
- Cross-networking and promotional opportunities
- Relationship and trusted support
- Confidence and peace of mind when making referrals
- More opportunities to tap into an extended network
- Save time, costs and resources

How to Cultivate?

Know your Business Purpose: be able to articulate...

- Your businesses value and what it stands for
- Your standards around your products and service
- Clear understanding of your ideal client

Helps assures alignment and provide sustainable healthy working relationships

How to Cultivate?

Identify Who's in Your Circle...

- Think of everyone currently in your network
 - Family members, friends, business colleagues, clients, suppliers, networking groups, associations
 - Who stands out as someone you want as a trusted advisor or someone you want to know better
- Identify your business opportunities

Plan on Meeting and Developing Stronger Relationships

How to Cultivate?

Identify where the gaps are and fill them...who are you missing and who do you want to nurture

- Do research
- Use current network contacts to strengthen interaction
- New connections will take time...develop trust
 - Social media is a great first connection
 - Use current circle to provide introductions and endorsements

How to Cultivate?

Maintain Relationships and Drive Value

- Develop a plan to cultivate, manage and add value to your circle of influence
- Assure both parties clearly understand each others business
- Consider how often you will make contact
- Maintain open, honest, and on-going transparent communications

How to Cultivate

Monitor, Manage, Reward

- Develop feedback sources to assure the relationship is working
- Meet to explore ideas for building the relationship
- Give before you receive...assure you can keep giving...do not keep score
- Reward and recognize...informally or formally...email contact, LinkedIn note, lunch, gift card
- Relationship Should be Unforced and Natural

A Final Thought...

Trust ... is the trump card

The TRUST Equation

$$\text{Trustworthiness} = \frac{\text{Credibility} + \text{Reliability} + \text{Intimacy}}{\text{Self-orientation}}$$

Credibility...relates to our words and is revealed in our credentials and honesty

Reliability...relates to our actions and is revealed by keeping our promises

Intimacy...relates to our emotions; people feel safe talking about difficult agendas

Self-orientation...relates to our caring and is revealed in our focus (us or them?)

© The Trusted Advisor (Maister, Green and Galford, Free Press, 2000)

Power Networking

In summary...

Power Networking: The 6 Critical Actions

- It is all about attitude and mindset
- Have a plan
- Get good at communicating!
- Develop great relationships...give before you receive...add value
- Cultivate and nurture a real “Circle of Power”
- Follow-up, Follow-up, Follow-up

Assure relationships are built on trust...it is the trump card

Thank You

Key Learnings

Two Actions

Peak Performance: Skill & Mindset



What skills and what mindset...

Above or Below the Line?

It's a Mindset...it is Critical

Ownership
Accountable
Responsible

Blame
Excuses
Denial



Get the Most Out of Your Learning ...

