



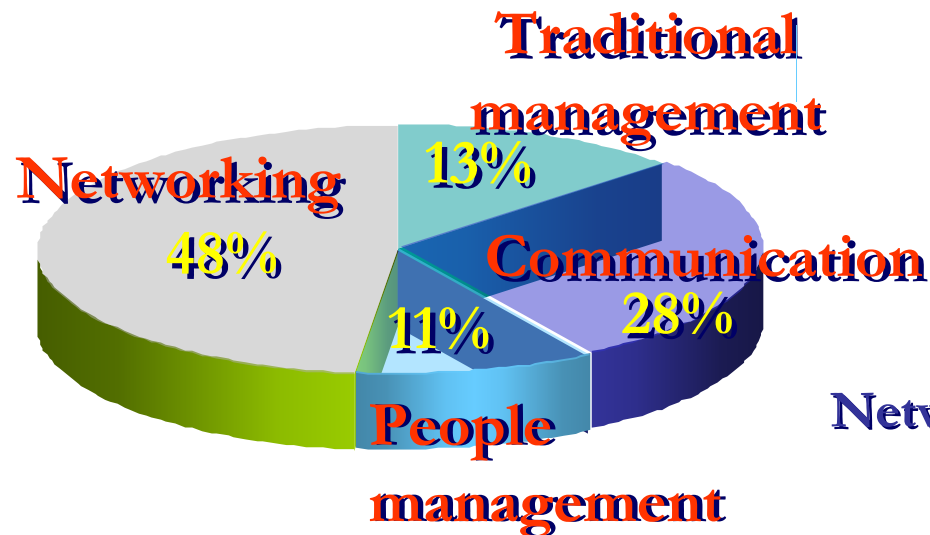
**“You Had Me at Hello”
The New Rules for better
networking**

**By Helen Nicholson &
Mark Peters**

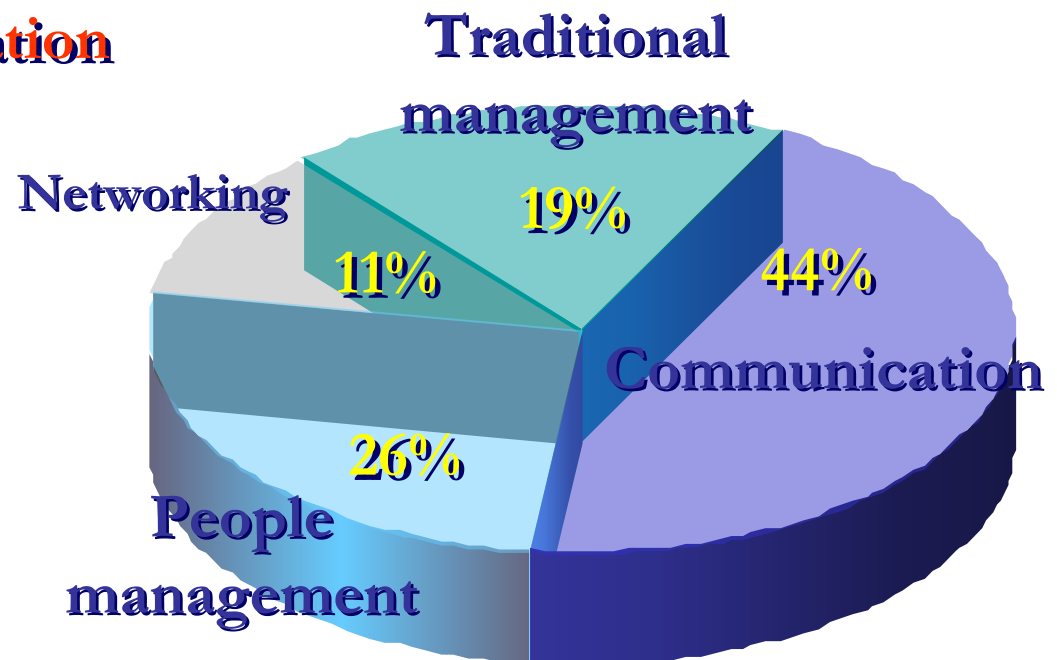


Successful Leaders vs. Efficient Leaders

Successful Leaders



Efficient Leaders





**There's only one letter different
between**

nEtworking

and

nOtworking



The E in networking stands for
Enthusiasm
and the 4 letters of enthusiasm
stand for

I

Am

Sold

Myself



IT'S OK TO NETWORK

If you
come from abundance, you'll
get it, but if you come from
scarcity you'll get that instead.

Nigel Risner



BOOST YOUR CONFIDENCE

**Don't be afraid of the space
between your dreams
and reality.**

**If you can dream it,
you can make it so.**

Belva Davis



FIRST IMPACT

**The difference between ordinary
and extraordinary is that little extra**

Jimmy Johnson



**“If you think you’re too small
to make
an impact,
try going to bed with a
mosquito in the room.”**



**When networking, your aim
is to make such an impact
that people “get” you by the time
you first say hello.**



**The secret of your first
impact is very simple:**

**Walk into the room,
knowing that you've
got something important
that's worth sharing**



YOUR ELEVATOR SPEECH

It's better to be prepared for
an opportunity and not
have one than have the
opportunity and not be prepared.

Whitney Young



**In order to be really effective,
your elevator speech needs to
focus on your listener,
not on you.**



Examples of Elevator Speeches

“Our aim is to make your business more profitable by reducing your taxes.”

**“We sell dream homes.
We allow you to live in the comfort you’ve always wanted to be in.”**

The secret is to ask what it is that you do for your client or customer, as opposed to what You sell.



Mark Peters

**Corporate Sales
Director**

**Wits Business
School**



Top Networking Skills

1. Integrity
2. Salesmanship
3. Diplomacy
4. Communication skills
5. Flexibility
6. Problem-solving skills
7. Self-discipline
8. Resourcefulness
9. Self-confidence
10. Creative time management



TOP TEN CHARACTERISTICS OF SUCCESSFUL

- **Follow up on referrals**
- **Positive attitude**
- **Enthusiastic**
- **Trustworthy**
- **Good listener**
- **Networks always**
- **Thanks people**
- **Enjoys helping**
- **Sincere**
- **Works network**



Nine Keys to Mastery

1. Embrace the “Givers gain” philosophy
2. Work in disciplined structure
3. Attend networking events
4. Plan your networking
5. Accept the teachings of a mentor
6. Become a great storyteller
7. Have a database of resources to help other people
8. Keep an open mind
9. Make relationships a part of your life



**One of the greatest gifts
you can give to anyone
is the gift of attention**

Jim Rohn



WRITE IT DOWN

The biggest mistakes in
networking
is to neglect the follow-up
process.

Nigel Risner



FOLLOW IT UP

**In golf as in networking it's
the follow-through that counts.**

Nigel Risner



**Be proactive, help other people
feel at ease, help them get
something useful from the event,
and you'll be surprised how
much more you get in return.**



MEET NEW PEOPLE

If you keep doing what you've always done,
you'll
keep getting what you've always got.

Stephen R. Covey



Top Ten Dos and Don'ts for Referrals

1. **DO:** Be visible and well-liked
2. **DON'T:** Inappropriately use acquaintances or membership lists
3. **DO:** Join and contribute to worthwhile groups and causes
4. **DON'T:** Grab the spotlight or chair every committee
5. **DO:** Show up!
6. **DON'T:** Expect colleagues with similar credentials and expertise to be referrals sources.
7. **DO:** Reach beyond your profession for business connections.
8. **DON'T:** Rush into business relationship.
9. **DO:** Make sure your business connections run both ways.
10. **DON'T:** Panic or try to rush.



IN SUMMARY

- **ROLADEX**
- **TRUST**
- **REPUTATION**
- **RECIPROCITY**
- **REPUTATION**