

Networking top tips and re-connection



I hope you enjoyed the talk. There are many tools and techniques we could send you but here are ten which I hope will help.

Please find attached the network map which enables you to conduct the exercise I talked about, don't look at your files or your phone or your hit list just sit down and write in who comes to mind first as your biggest fans, friends, supporters and best contacts. You then write the names into the corresponding boxes on the other sheet, you don't need to write in their ages that was just to show people that they don't know enough about their so called best contacts and need to have a more in depth understanding and management of the relationships.

**Can i
help you?**

**"Most of our
business comes
from word of
mouth"**



1...You could start by asking how many of these have I ever given something worthwhile? When was the last time I did this? There are the first two columns. You may put something as simple as the last time you contacted them? The last time you had a quality sit down and catch up with them and I mean quality not two minutes... How many would clearly recognise an opportunity for you and you for them?

2...Have you ever got them all together or put them in touch with each other? Where they can help each other? How many introductions have they made for you? The value? The frequency?

3...You could ask yourself how many in the 15 know each other, if you draw a line between everyone that knows each other and they are all joined up then they all know each other and you have a convergent network and need to look at generating new contacts in new areas as the strength of a good network will come from the diversity of the contacts. Look at what they all do, all in the same business? All in the same area? All in the same market? All the same age? All live in the same place? All go to the same networking clubs? All know the same people? Look for the gaps and where you need to find new contacts for the network.

4...Ask yourself the simple but highly effective question.... Who do you need to know in the next twelve months? Be clear and specific about who you need in your network, focus on how you can be introduced to these people.

5...Ask yourself how many of my contacts do I know enough about and feel really confident to refer to other people? The number will reflect the depth and trust you have in the relationships and it works the same the other way around. How many people do you know that would have the total confidence to introduce you to potential new opportunities? Are you sure? Be really clear about how many, maybe start by asking for testimonials? How many people would provide you with testimonials?



6...What is my plan for every networking event I go to? What is my preparation? How can I be most effective? Who can I introduce that I know is going? Who would I like to meet? Why am I going? Be clear and specific don't be vague.... vague networking gets vague results... It is a long term investment not a five minute fix but you still need to be clear on what you are trying to achieve.

7...Contact the organiser in advance and ask to be introduced to the best connected people in the room, the ones that always turn up and that are the movers and shakers. The organiser will always know who these people are and within five minutes of your arrival you are talking to the best connected people in the room rather than waiting for six months to be introduced.

8...Have a plan for how many networking events you are going to do in a year, why you are doing them, who you would like to meet and plan every time for the best outcome you can achieve.

9...Measure and record exactly where you get your introductions from and always make a point of saying thank you or more if it's appropriate, you get the behaviour you reward and you need to look after the people looking after you.

10...Make it a rule to re connect with at least four of your contacts every day, work the network with regular contact make the most of your relationships and build a reputation of always doing what you say you are going to do when you say you are going to do it.



Your reputation is only as good as what people say when you are not there and your network is a mirror on your reputation, so invest in these people and remember whatever you put out there you get back ten times.... So always start with what you can do for others first and be the catalyst for positive and proactive relationship building and you will never look back....

I hope this helps, I am sure you know all of these things but I thought it may work as a simple checklist to work from.

**Best of luck with your
Networking...
business will follow.**

Kind regards

Kevin
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