Kim Miller-Hershon Coaching & Consulting

#### Presents:

# **Experience the Thrill of Networking Success**

Grow Your Sales (and yourself)

By 25% or More!

415.298.1470

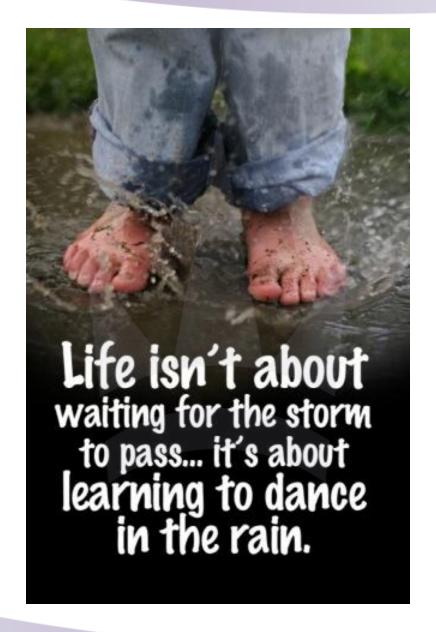
kim@isuccesscore.com

www.isuccesscore.com



#### Objectives for Tonight

- Identify the best events to attend (and walk away with qualified leads)
- Practice how to introduce yourself (and have people pulling out their calendar to book appointments with you)
- Develop insights on how best to prospect/network (without sounding mushy, pushy or "salesy")



## What is networking anyway?

Networking is the art of building alliances.



## When am I networking?

#### You are networking when you:

- Attend professional or trade association meetings
- Talk to other parents when attending your child's sporting or music events
- Volunteer for a local park "clean-up" day
- Visit with other members of your social clubs or religious groups
- Talk to your neighbors
- Strike up a conversation with someone in line at Starbucks
- Post messages on mailing lists or in chat rooms
- Talk to sales persons who are visiting your office



## What networking is NOT

Networking is not contacting everyone you know when you are looking for a sales lead and asking if they know of anyone to refer to you.



#### Objective #1 for Tonight

 Identify the best events to attend (and walk away with qualified leads)





#### How to find the best events:

- 1. Know your niche
- 2. Ask your colleagues and power partners
- 3. Use online resources:
  - 1. Workit.com
  - 2. Meetup.com
  - 3. Eventbrite.com
  - 4. Directories of professional associations
  - 5. LinkedIn



## Objective #2 for Tonight

 Practice how to introduce yourself (and have people pulling out their calendar to book appointments with you)



#### Niche Statement Formula Examples

I work with possible), who have the challenge of I help them and they get	(be as specific a	as specific as
	results.	



#### Niche Statement Formula Examples

- I work with sales managers who need to have regional or national sales meetings. They need to plan the meeting but they want to spend their time doing their sales job. I help them with all the meeting details and they look like heroes to their salespeople.
- I work with meeting professionals who need reliable and affordable transportation for their clients. I take care of their clients like they were family and the meeting planner gets tons of repeat business and stays in budget.
- I work internally for the business development group. They have lots of quick turnaround requests and limited budgets. I help them meet their goals and typically save them at least 15% on their budget.



## Objective #3 for Tonight

 Develop insights on how best to prospect/network (without sounding mushy, pushy or "salesy")

## Ask lots of questions



Image: Idea go / reeDigitalPhotos.net



## Establish trust & credibility



#### **Be Curious**



Image: renjith krishnan / FreeDigitalPhotos.net



#### It's all about them!



Image: Phaitoon / FreeDigitalPhotos.net

## Networking Tips That Take You to the Next Level

- 1. Have a goal in mind
- Do research beforehand
- 3. Don't just hang out with the people you already know
- 4. Ask good questions
- 5. Have a firm handshake
- 6. Carry business cards with you
- 7. Keep your hands free
- 8. Don't drink too much
- 9. Maintain eye contact
- 10. Never barge into a group &don't interrupt two people talking



## Networking Tips That Take You to the Next Level

- 11. Initiate a conversation with someone who is standing by themselves.
- 12. Say the person's name a couple of times.
- 13. Introduce your new buddy to the next person who joins the group.
- 14. Make connections.
- 15. You have 48 hours to follow up before they forget you ever existed.
- 16. GIVE, GIVE, GIVE



#### **Consistent Results**



#### **Consistent Results**

When you get really good . . .



#### Here's what networking success looks like:

 Even more people THAT YOU LOVE TO WORK WITH and who love you!

Even more money in your life

Even more confidence

Even more freedom



## Need help?



Image: africa / FreeDigitalPhotos.net



Though no one can go back and make a brand-new start, anyone can start from now and make a brand new ending.

**Author Unknown** 



#### **Contact Information**

Kim Miller-Hershon

www.isuccesscore.com

kim@isuccesscore.com

415-298-1470

