

Kim Miller-Hershon Coaching & Consulting

Presents:

# Experience the Thrill of Networking Success

Grow Your Sales (and yourself)  
By 25% or More!

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*Redefining Productivity*

# 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”)



**Life isn't about  
waiting for the storm  
to pass... it's about  
learning to dance  
in the rain.**

# 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)

**Well thats not  
a good sign.**





# 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 \_\_\_\_\_ (be as specific as possible),  
who have the challenge of \_\_\_\_\_.  
I help them \_\_\_\_\_  
and they get \_\_\_\_\_ 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



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# 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
2. 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?



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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



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