

Power Networking

Presented by
Heidi Parr Kerner, MA

The *Secrets* to being an OUTSTANDING Networker:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

The Elevator Pitch...(One Liner)

Briefly talk about what you do, how you do it and how it's important to your clients.

What do you do?

Who do you do it for?

Most importantly, what do they get out of it?

I help (WHO) _____

(Do WHAT? _____

(SO that they can) _____

NETWORKING TO BUILD YOUR BUSINESS

The Five Golden Rules:

1. Don't "Push" Your Product or Service
2. You *Never* Know Who Might Be a Referral Resource
3. Act As If *You* Are a Host/Hostess
4. Get 5 Business Cards and Ask 5 Questions
5. Follow-up *Immediately!*

What Do I Say Next?

Conversation Openers...

- *Name game...*
- *Compliments*
- *Observe...state observation...question*

5 questions...

1.

2.

3.

4.

5.

How to Work a Room – In 10 Easy Steps

1. Smile before you walk in the room!
2. Get to meeting early - get settled in
3. Find people who are sitting / standing alone
4. Introduce yourself within 30 seconds
5. Say your name...smile...handshake
6. Ask questions...*"tell me about"*
7. Name game / Compliment sincerely
8. Disengage after 5 minutes—get business card
9. Meet 5 NEW people per meeting
10. Follow up the next day for coffee!!

Coffee Talk

1. Make appointment for coffee – the next day!
2. Think about how you might support them
3. Find the “common ground”
4. Ask questions...be a good interviewer
5. 20-30 minutes – focus on **them** *first*
6. Remember the “if” word
7. How to ask for referrals
8. Proper “eating” etiquette
9. You ask – you pay!
10. REMEMBER: Do Not Sell your services.

