

GET CONNECTED NOW!

The Power of Networking [Part 2]

By Robbie Motter

As indicated in Part 1, long before it became a business buzzword, successful people have been networking—meeting people, making contacts that you can use to help achieve your goals. Part 2 picks up with your actual entrance, followed by do's, don't's & how to's.



THE ENTRANCE

There is no such thing as being fashionably late to a meeting.

When you arrive, give the room a quick once over. Locate where you can position yourself to meet the most people.

Look around for people you know, but don't stick only to friends and acquaintances. Remember you are there to get a minimum of 5 new business cards. After you have met your five new people, then you can look for individuals you know and go over and re-introduce yourself.

Remember to chat briefly and move on.

Have someone you know, preferably someone with stature with the organization, business, etc., introduce you to the types of people you want to know.

Network in pairs with an associate. Make sure you can introduce each other. Separate as soon as possible. If you stick together, your ability to meet people and work the room is limited.

Comment on the facility, the food, the organization, the parking and traffic problems, the benefits that will come from the event, etc.

To make the most of your networking efforts, try to establish rapport with each contact. To recap the full benefits of networking, you need to have as much information as possible about the interests, both professional and social, of your contact.

GIVE TO GET

Learn to introduce the people you meet to others that they may want to meet. Ask who they are, their company they work for, what their company sells and who their customers are. For example, suppose you meet Alice Jones, with ABC Communications, who sell mobile radios and their primary customers are construction companies. Introduce to any people with construction companies, or give her a name or two. Alice will be willing to help you with your networking needs since you have helped her.

Remember to enter any door prize drawings. Winning gives you "fame" and an opening for people to approach you.

Thank the host before you leave!

FOLLOW UP DO'S AND DON'T'S

1. Don't be afraid to ask for what you need, or who it is you want to meet.
2. Do report when you are given a successful lead and repeat your thanks.
3. Do call members of your "NETWORK" for no reason at all.
4. Do keep expanding your NETWORK.
5. Do deliver on your promises.
6. Do take others up on their offers to help.

Follow up on your contacts. It is not a relationship until someone takes the initiative, whether it be a note, phone call, breakfast, lunch or dinner.

START TODAY...practice the "WHO DO YOU KNOW THAT KNOWS" technique! It really does work...Also, remember to think globally, not just locally!

The 12 Steps On "HOW TO DO ITS"

1. Make NETWORKING a high priority
2. Organize your current NETWORK
3. Put yourself out there
4. Advertise yourself
5. Make the first contact
6. Be a promoter of others
7. Ask questions
8. Keep in touch
9. NETWORK with competition
10. Remember people's 'Special Days'
11. Say Thanks
12. Sell NETWORKING to others

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