

how to master networking

SECOND EDITION
REVISED AND UPDATED

robyn henderson

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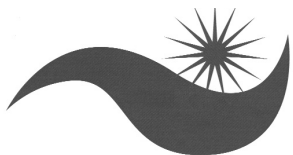
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Dedication

**This book is dedicated to my nieces Kate and Greer -
master networkers of the 21st century**



**table
of contents**

	About the author	6			
	Introduction	8			
	Networking Quiz	10			
Chapter One:	What is networking?	12			
	Earning the right to do business	16			
Chapter Two :	Every best friend was once a perfect stranger	19			
	The networking ladder of loyalty	21			
	Examples of poor networking behaviour	28			
Chapter Three:	Business Cards-your most important networking tool	33			
	Business card checklist	35			
	How to use them	36			
Chapter Four:	Beyond business cards	39			
	Following up after exchanging business cards	41			
	Thank you notes versus emails	44			
Chapter Five:	Time management for effective networking	47			
	Income building versus income generating	48			
	Self Networking Tracker	50			
			Chapter Six:	Survival guide for shy or nervous networkers	63
				75 hot tips for attending networking functions	67
			Chapter Seven:	Golden rules for tongue tied networkers	85
				Mastering the art of conversation	85
				Conversation starters	89
			Chapter Eight:	Networking sins to avoid	93
				How not to work a room	93
			Chapter Nine:	How to run a successful networking function	99
				Thirteen sure fire tips for success	100
			Chapter Ten:	How to generate endless referrals	109
				Profile building strategies	111
			Chapter Eleven:	Checklist for effective networkers	123
				What have I got now?	124
				What do I need now?	125
			Chapter Twelve	The Future of networking	129
				Thank You	132
				Testimonials	133
				Recommended Reading	134
				Products	136
				Contact Details	139
				Index	142
				AIM offices	144



**about
the author**

Global networking specialist Robyn Henderson has spoken in 11 countries, presents over 150 times each year and has never advertised. All her work comes from networking, referrals and her website - www.networkingtowin.com.au.

Robyn is the author and publisher of books, CDs, videos, DVDs and audio programs. Her books include:

- Networking Magic - 366 hot networking tips
- Be Seen, Get Known, Move Ahead - beginners guide to self promotion
- Networking For \$uccess
- Dare to Dream
- Believe in Your Dreams
- Are you the VIP in your life?

She is also a contributing author to American best-seller, Masters of Networking and Australian released Lessons in Leadership.

Robyn has spent the last 12 years as an international business educator. During that time she has run outstandingly successful networking groups for women across Australia. Her earlier career included 10 years in sales and telemarketing management and 13 years in hospitality.

Her recent accolades include:

- 2004 - Successful launch of Sea Change Publishing on the far north coast of New South Wales
- 2003 - Appointment as an adjunct professor with Southern Cross University in Lismore, New South Wales, Australia
- 2000 - Nevin Award winner with the National Speakers Association of Australia. This award is given annually to a member of NSAA whose accomplishments reflect outstanding credit, respect, honour and admiration of the entire speaking profession
- 1999 - received accreditation as a CSP - Certified Speaking Professional - from NSAA. This accreditation is shared by less than 500 women globally
- 1997 - Speaker award from the National Speakers Association of Australia
- 1997 - Listed in the Top 50 Successful Australian Business Women 'Hall of Fame' - Australian Businesswomen's Network
- 1995 - Winning Women Award, Zonta Club of Hobart
- 1994 - Listed in the Top 100 Spirited Women of Australia - New Women Magazine



Networking currently accounts for 87% of business in the marketplace. Yet many people neglect networking and fail to see it as a vital business and career building skill.

In today's competitive marketplace it is critical that we understand one simple fact, people want to deal with people they know, like and trust. And if they have no reference point within a specific profession, they will do business with someone based solely on a third party endorsement. Someone they know, like and trust has a connection with the service provider they are looking for. And that's how referrals are often generated-through a trilogy of trust-the trust that one person has in another that is passed on to a third person. Yet referrals are just a small part of networking.

First we have to get over the fear of actually walking into a room full of strangers, introducing ourselves to them, handing over a business card and hopefully making enough small talk to form some sort of positive connection with them. In this practical, information loaded, revised, second edition book, Robyn Henderson gives all the shy and nervous networkers a step by step plan to move way beyond business card swapping to actually generating business.

All those tongue tied people frozen to the spot at networking events will be relieved to know there are some practical and interesting conversation building tips that anyone can remember and introduce into their lives - not just when they are at business networks.

So although the basics of networking may not have changed dramatically since How to Master Networking was first written in 1995, there is an urgent need to update people's social skills to enable them to have fun at networking events, rather than seeing them as a slow form of torture.

The book is an easy read, very practical and essential for anyone in the workforce today. So whether you are building your career, leaving school and about to start your first job, holding a senior management position, a business development role or running a small business-home based or retail-you need to network and this book shows you how.

There are only two sorts of people in the world: those you know and those you don't know yet. Some of the people you know could put you in touch with those you don't know. But first you have to build a strong connection with them through networking, clear communication and contact.

This book has been written in such a way that you do not have to read it from cover to cover. You can select a chapter on a specific networking segment that interests you. It has also been written in a workbook format to enable you to apply these networking principles to your own business and create an action plan to show you how. Remember, in the networking environment it is not who you know, but who knows you.



**networking
quiz**

Are you a master networker?

Take a few moments to answer the following questions and gauge just where you rate on our networking meter.

Please circle your preferred response

- | | | |
|---|-----|----|
| 1. In the last seven days, have you exchanged business cards with every stranger you have met and spoken to for more than three minutes, both in and out of work? | YES | NO |
| 2. Have you given a referral to someone in your network in the last seven days? | | |
| 3. Are you currently a financial member of at least two networks. e.g. associations, business networks, special interest groups, chambers of commerce? | YES | NO |
| 4. Being an active member, have you attended an event at both of these networks within the last ninety days? | YES | NO |
| 5. Have you sent one or more cards (thank you, birthday, congratulations, etc.) this week? | YES | NO |
| 6. Does your current business card state clearly your name, what business you are in, what you specialise in, and your contact details? | YES | NO |

continued ...

- | | | |
|---|-----|----|
| 8. Do you have a client retention rate of more than 75% each year? | YES | NO |
| 9. Do you regularly mentor others with their career and business development either formally or informally? | YES | NO |
| 10. Do you have a system in place where you record and acknowledge your wins and accomplishments every day? | | |

Scoring

Please score 1 point for every yes answer and 0 for every no answer.

If you scored 9 -10 out of 10:

Congratulations you are a master networker. Reading this book will enhance your already strong networking skills and give you a definite competitive edge.

If you scored 5 - 8 out of 10:

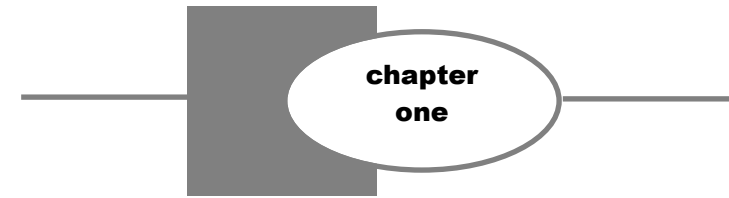
Well done! If you make reading this book a priority over the coming week and take action with the recommended networking tips, you might make this your best year yet - both personally and professionally.

If you scored 2 - 4 out of 10:

Start reading now. Take the morning off, relax. The networking world may have confused you previously. However, after reading this book you too will be able to create unlimited opportunities in your life.

If you scored 0 out of 10:

You may have feared networking in the past. Walking into a room full of strangers may have been an experience you totally avoided - until today. Make reading this book an absolute priority this month. Study the people in your network. Identify who the master networkers are and specifically what they do to make you feel special when you connect with them. Practise, practise, practise. Every best friend was once a perfect stranger.



What is networking?

Networking is a life skill, not just something you do when you want something.

There are three universal laws that form the foundations to ethical networking.

1. **GIVING WITHOUT EXPECTATION** - the basic principle of helping others without an expectation of receiving something in return. It's being able to give someone a key piece of information or assistance that will enable them to achieve their goal, complete their task or assist them in some way.

In the American best seller *Masters of Networking*, Ivan Misner says, 'Master Networkers give without remembering and receive without forgetting.' This is the key to giving without expectation.

2. **UNDERSTANDING THE LAW OF RECIPROCITY** - what you give out comes back ten fold-but not always from the same person. If you give out referrals, you will receive referrals, give out love, get back love, give out help and advice, receive help and advice. Good networkers are strong believers in the law of karma-what goes around, comes around. So this single belief ensures that you always treat people the way you would like to be treated.

3. **HAVING AN ABUNDANCE MENTALITY** - In our time poor, competitive society, abundant thinkers are often in short supply. These are the people who may still be challenged as to the best way to build their career or business. But ethical networkers have an underlying belief system that there is plenty for everyone-plenty of opportunities for their product or service on a local, national or international basis, even though there does not appear to be sufficient to go around. They know future markets may be a single person contact away - a friend of a friend, a chance conversation, a serendipitous meeting with another. Abundant thinkers are open to ideas, networking opportunities and making the pie bigger for everyone.

Everyone networks. It just depends whether they do it well or poorly as to how they are perceived by their workmates, peers, customers and prospects. If you are a master networker, chances are when your product, service or industry is discussed, your name is mentioned, not your competitors. This market awareness can be created by employees in large and small organisations as well as home based and small business operators. The great news is that networking covers the planet with a virtually borderless community and is open to all ages, nationalities and professions. Everyone networks, so lets see how we can improve our networking skills in the most time efficient way.

Throughout this chapter, let's look at why networking has become globally the number one business building tool. Many professions are almost totally referral-based. For example, the legal profession, accountants, mortgage brokers, virtual assistants, financial planners, real estate agents, hairdressers, and motor mechanics-the list is almost endless.

Think about the last time you were looking for a new supplier or service provider. Did you just look through the telephone directory and take a pick? Maybe you searched online, read newspaper or magazine advertisements or saw the company advertising on television. Chances are if your purchase was going to be more than \$100, you may have asked another person for a referral. Who do you use for this? Who would you recommend for that? What was the name of the person who did this for you and most importantly, would you use that person again? Yes, that sometimes elusive word of mouth marketing forms the basis of networking.

'It's not who you know, but who knows what you know.'

Harvey Mackay

If your business is referral generated and your supply of referrals has dried up, you may have fallen into the trap of taking referrals and referees for granted-a number one No-No in the networking world. No one likes to be taken for granted, least of all someone who has tried to help you build your business or career by referring a potential client to you.

Generally there are two ways to grow a business:

1. Gain new customers or markets
2. Encourage current customers to buy more or more regularly.

Networking can open up another area for business development, and that is, creating an endless supply of referrals from your valued network.

To get to this stage of quality and quantity referral generation, it is necessary to put in the ground work. So let's look at the best way to go about this.

Earning the right to do business

Giving without expectations or giving without hooks is a concept that some people may have difficulty accepting. Let's start with a non-business example. You attend a party or social event and meet someone for the first time. They describe in detail the challenges they are having renovating their home. Without hooks or expectation of receiving anything back in return, you explain to them the exact way to fix the situation, based on a similar experience you had.

It is highly unlikely after sharing the information that you would take out an invoice book and write an invoice for \$100 for those tips. You just gave the information away -without hooks. It was in fact a win-win situation, as you felt good being able to help the person and they were delighted to receive the critical information.

As another example, you may be shopping for a car. You visit a variety of car yards that are selling cars within your budget and a little beyond your budget. You may find an extremely helpful car salesperson who goes to no end of trouble to assist with your purchase. Unfortunately, the cars on offer are far beyond your budget. You thank the dealer for being so helpful and although you don't buy the car there, that helpful dealer stays in your mind.

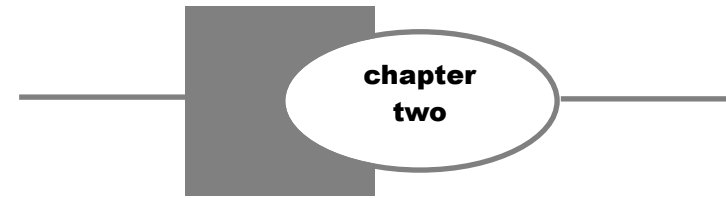
When the occasion arises and you are asked for a referral to a car dealer that person comes to mind. Assuming you have been given and kept their business card, you will more than likely pass the card to your friend or refer them to the car yard by name. Yes, the car dealer was disappointed not making an initial sale to you, however, being a great networker, the dealer realised leaving a positive impression paves the way for the next sale. Not to you, but to someone you know.

Great networkers look at the big picture. Sometimes networking brings business overnight. Other times, referrals come from encounters weeks or months earlier.

To enable you to gain from reading this book, we have included worksheets, so you can really gauge where your business and career are heading, how good a networker you are and areas for improvement. You will gain more from this book if you write your answers as you read. It will also serve as a great reminder of your progress as a networker. Use a highlight pen to mark the key action points for your ideas that can be implemented in your business or career, points you can pass on to peers, ideas that have sparked other ideas for you.

KEY POINT:

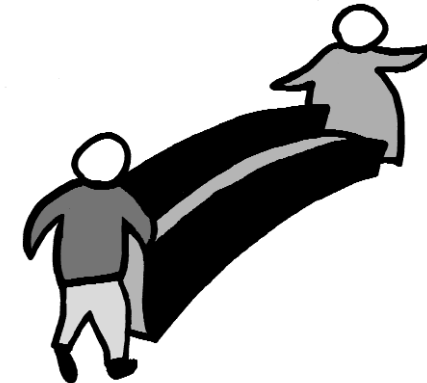
Never take anyone in your network for granted - especially the people who give your quality referrals.



Every best friend was once a perfect stranger

Good networkers are great bridge builders

In this chapter we will discuss the importance of building relationships with people new to our network as well as with those who are already firmly established contacts.



Picture a bridge. A bridge is a great representation of a potential network between two people. Each time we make contact with someone, we build another piece of that arch. The more we communicate and make contact with another the stronger the arch becomes, the stronger the bridge will be. The better we know and understand someone, the more inclined we are to do business with them, to welcome them into our networks.

Many people make the mistake of meeting people and assuming they will automatically want to buy our product or service, just because we have met them. Wrong!!

The bridge is not strong enough YET! The fact that you have met someone today and spoken to them for five or ten minutes, does not mean that they trust you enough to buy from you, let alone refer you to one of their trusted networks. You see, this trusted network may have taken them years to build and they can't possibly risk jeopardising that network by referring someone new to them, someone that they barely know. Be patient. Trust takes time to build and communication is the basis of trust building. The more you communicate or keep in touch with someone, the more you build trust.

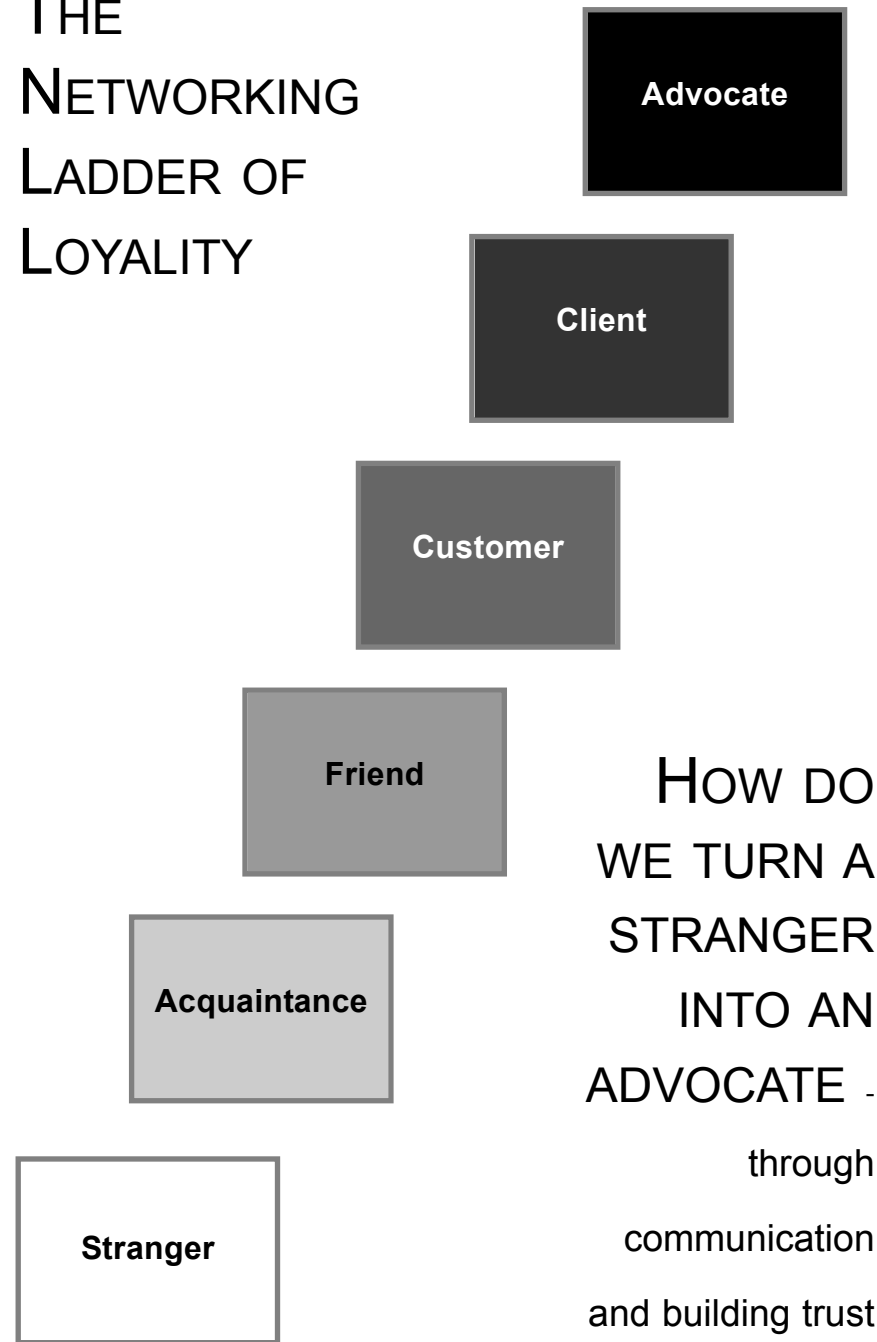
Every day people are missing chances to do business, largely because they don't take the time to build a relationship with or even get to know the person.

The best networkers are the best listeners

Everyone networks, it just depends whether they do it well or poorly, as to how well they are positively remembered.

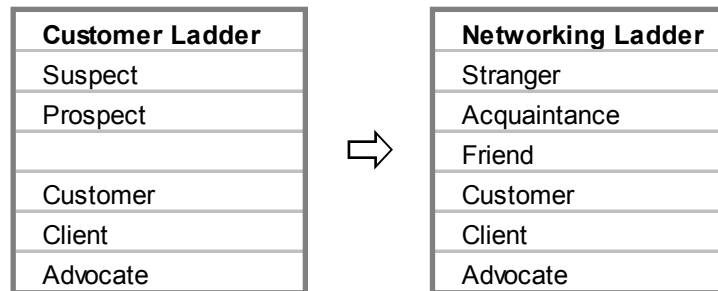
WHEN WE MAKE HEART TO HEART CONNECTIONS WITH PEOPLE WE MEET, WE ARE ALWAYS REMEMBERED POSITIVELY

THE NETWORKING LADDER OF LOYALTY



Networking ladder of loyalty

Many of us are familiar with the customer ladder of loyalty and the steps of the ladder -Suspects, Prospects, Customer, Client, Advocate. The mistake many companies make is that they have lots of one-off customers and very few clients-people who buy the second time. So let's convert the customer ladder of loyalty to a networking ladder of loyalty.



Stranger

In the networking world, strangers are anyone that we do not know or have not met. We can walk into a room full of strangers at a networking function and they are virtually friends-in-waiting. We just haven't met them yet.

Acquaintance

We make someone's acquaintance when we communicate with them. This may happen face-to-face, electronically, over the phone or by fax. We make contact with someone we don't know OR someone introduces us to someone we don't know.

Friend

The big difference between the customer ladder of loyalty and the networking ladder of loyalty is that networkers become friends BEFORE they become customers. Often in the corporate world, seeing a customer as a friend is a totally foreign concept, yet what a missed opportunity. Don't panic about the use of the word friend. We are not talking about building a relationship with an acquaintance and then having them expect to see us every Saturday night. We are talking about the basis of a caring friendship. Seeing someone as a person not just an order. Realising that everyone you meet is an interesting person. Hugh Mackay has a wonderful quote, If you think someone is boring, you just don't know them well enough. Trust is the glue that keeps friendships together.

Customer

Within the networking world you may have someone at customer status who never places an order with you, enters your showroom or ever buys from you. How can that be? Within the networking ladder of loyalty model, the customer is someone who:

- trusts you enough to refer work to you
- sees you as being professional, even if they have not used your services themselves
- continues to give referrals to you as long as the feedback is positive from the first couple of prospects they refer to you OR you do not do the wrong thing by one of their more loyal and trusted network members.

In a nutshell, they are giving you a chance to prove yourself. If you blow it, that's it. Your referrals from them will cease. A customer may be someone who has met you, built trust with you, has a need for your product or service and is prepared to give you a go. Customers buy once.

Customer memory joggers

How many customers do you currently have?

What percentage of your customer base are clients, i.e. second time purchasers?

How long has your business been operating?

Since you started your business how many customers have you had?

What are some of the reasons why customers have stopped buying from you?

Estimate the approximate dollar value of your annual turnover assuming that you had never lost a customer?

If this is your current turnover, congratulations!

If not, read on to find out how to turn customers into advocates

Client

Clients buy twice! ... And continue to buy from you. Though again someone at this client status may not buy from you personally, but may feel comfortable enough to refer work to you. They have done so before and been pleased with the feedback so they will continue to refer work to you.

You will also find that clients are people who keep coming back. They may not be totally satisfied with your service, however, overall-you'll do.

If you don't ask clients the actual question-

Is there anything we are not doing that you would like us to do?

then you will never know the answer.

Advocate

Advocates love you and are your most loyal supporters. They love the fact that you remember the name of their partner and their children and their birthdays. And they are more than impressed by the fact that you remembered they were having a wisdom tooth out last month and you cared enough to ask about it. They love the little newspaper clippings that you send them from time to time about their very obscure passion. You amaze them with your memory and recall of past conversations - sometimes they think you must write all their stuff down because how else could you remember it all. They put the postcard you sent them while you were on holidays on their notice board and they constantly ask you for more business cards as they refer more and more business to you. They are your advocate because they believe that you truly care about them and you make them feel special.

ADVOCATE MEMORY JOGGERS

List the names of five advocates in your current business and social networks

- 1.
- 2.
- 3.
- 4.
- 5.

List anything you did out of the ordinary to turn these clients into advocates?

- 1.
- 2.
- 3.
- 4.
- 5.

Do you only make contact with these advocates when you want something from them e.g. a referral?

Have you made contact with these advocates in the last 90 days?

How often do you let these advocates know how much you value their business as well as their referrals.

continued ...

How long is it since you gave one of your advocates a referral?

What systems do you have in place to give these advocates recognition on a regular basis?

What systems could you introduce to give your advocates regular recognition?

- a. monthly
- b. quarterly
- c. annually

What dollar value would you place on the referral business that each of these advocates gives freely to you each year?

- 1.
- 2.
- 3.
- 4.
- 5.

Total \$

Is there room for improvement with the current recognition and appreciation systems you are using for your advocates?

Unfortunately, many companies use the churn and burn policy- attract a customer, make a quick sale, never follow up, never make a second sale, forgot all about the customer and move on to the next customer. These companies rarely attract clients and rarely reach their full business potential. Some businesses believe that their business is different and people only need their service or product once. That may be true in some cases, however, this is where the power of referral is vital. If customers are happy with your one off service/product, they will refer more business to you. This is the critical loop that turns customer to client and ultimately to advocate.

In the same way, many people do not value their networks. They have lots of acquaintances, a few friends, but very few customers and definitely no clients or advocates. Why is that?

Examples of poor networking

Let's use an example of a poor networker we will call Priscilla. Priscilla attends networking events solely to get business. She does not want to build any sort of friendship or relationship - she just wants to get the order. She is charming, vivacious, pushy and already has a bad name around a number of networking organisations. Her name has been removed from a number of email and invitation lists, but somehow she still seems to show up - like a shark - looking for her next victim.

She is known for her seemingly endless small talk as she scans name tags, looks over people's shoulders while she is talking to them - constantly looking for someone better to talk to - or so she thinks. Pity help her next victim or the unsuspecting stranger who is instantly claimed as Priscilla's 'latest best friend'. This stranger,

we will call her Sue, fits the criteria of potential advocate for Priscilla-lots of business potential, definitely worth cultivating, forget the small talk, forget the bridge building, just get the order before the event is over if possible. And if anyone else wants to speak to Sue, be warned, Priscilla can stop them in their tracks as she whisks Sue away for a very important conversation.

If the order is not immediately forthcoming, Priscilla may drive Sue crazy with multiple daily phone calls, emails and messages with the sole focus of getting that order. And when and if Priscilla does get the order, that's it, move on, no more contact-she has no more need for that 'new best friend.'. Sue, of course, is totally confused, disappointed and just about to swear off networks for life as she thinks that Priscilla is the norm rather than the exception.

If Priscilla thinks that Sue will not place an order, she then gets the list of attendees from the event, and starts a very pushy ring-around using the name of some of the spheres of influence from the night, trying in vain to drum up any business. Far too late Priscilla, you have offended way too many people for that. Priscilla's reputation is now in tatters and she will certainly not be made welcome at the next network event she attends.

Have you met Priscilla lately or can you relate to Sue's experience?

What Priscilla has not worked out as yet, is that bad news travels fast. Business networks can close ranks easily and effortlessly around pushy poor networkers who stand out at events as being insincere and overall users and try to sell, sell, sell all the time. Unfortunately what happens to many Priscillas is that they move from network to network burning bridges at every event, offending people, often missing actual opportunities because they are so intent on looking for a 'hot prospect'.

If Priscilla had only taken the time to get to know the first person she spoke to that night, she might have been introduced to a key contact at the event. If she had listened instead of being so focused on her own sale she may have met people who would become her best advocates.

Just as Priscilla burned many networking bridges, we have to be aware that we can do the same with our customers and clients. These people all belong to networks and we want to be remembered positively at all times, so that when our product or service is mentioned we are the person who springs to mind. We want to be remembered positively for being professional and exceeding peoples' expectations. Not for being pushy!

Questions

If there is room for business growth in the next 12 months take time to answer the following questions with your business development team.

- What are you expecting next month's sales to be?
- How big would your business be if you never lost a customer?
- What would next month's sales be worth to your company if everyone who had ever used your product or service bought something from you next month?

What is the potential for next month/quarter/year sales to be if you could tap into past customers buying power?

If we stop losing our customers and start valuing them and their networks our businesses will continue to grow.

Throughout this book we will show you simple systems to help you:

- give regular recognition to your customers, clients and advocates
- value your current network
- generate and keep new business

We invite you to open your mind to new ideas and unlimited opportunities in the exciting world of networking.

KEY POINTS:

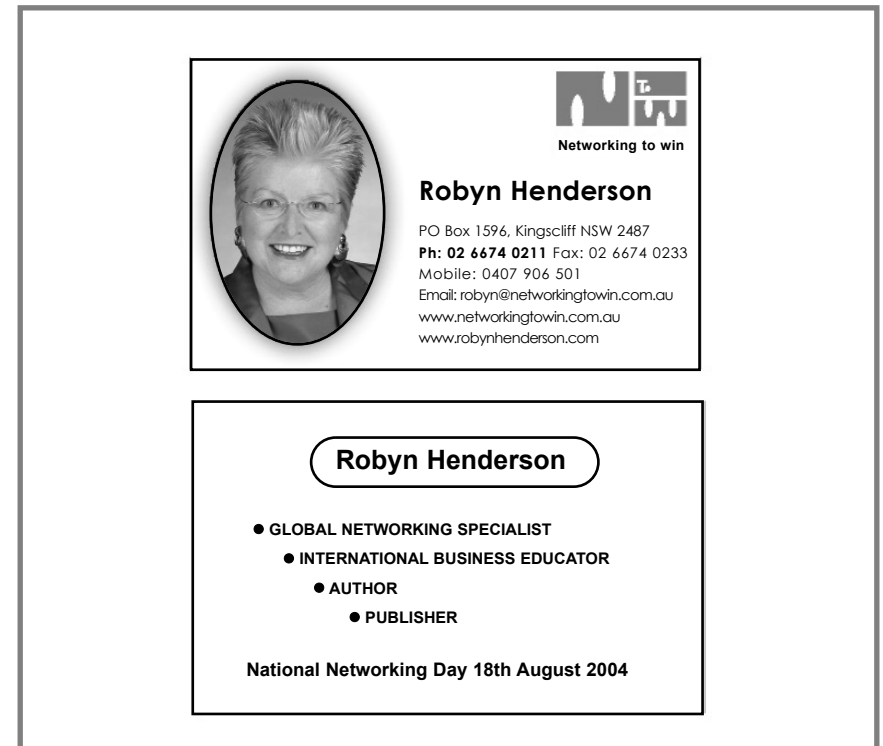
Great networkers earn the right to be given referrals by building bridges of trust and friendship with their network.

If you never lose a customer your business will grow steadily based on the number of referrals you receive from satisfied customers.

**chapter
three**

Business cards - your most important networking tool

In this chapter we will explain why business cards are absolutely critical for effective networking in today's busy world. Without a business card you cannot do business. Start turning you business cards into business today.



Business cards are an essential tool for networking, business building and socialising. At a networking event, how can you expect to be taken seriously when you forget your business cards and write your contact details on a serviette or drink coaster?

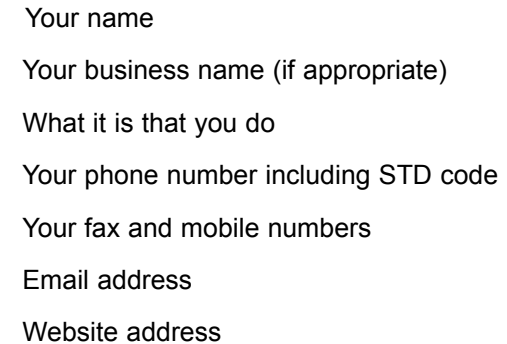
We are constantly meeting new people, reconnecting with others and expanding our networks on a daily basis. Yet many people still refuse to carry business cards. Why are they making it so hard for people to do business with them? And for very busy people, faces start to blend and everyone starts to look the same at times.

Business cards help us to identify people, remember who they are and know what it is that they do. In Asia business cards are called name cards and are treated with great respect. In Australia and New Zealand, there is often a reluctance to give out business cards as it is sometimes perceived as being pushy. Rubbish. If you attend a networking event or a business meeting without a business card you are wasting your time going in the first place. Why make it so hard for people to do business with you?

How many business cards would you give out if you know that every business card would turn into a referral, a new customer, repeat business or the prospect of a relationship with an interesting person?

Business card checklist

Your business card is your silent sales person and must include:



- Your name
- Your business name (if appropriate)
- What it is that you do
- Your phone number including STD code
- Your fax and mobile numbers
- Email address
- Website address

Sounds obvious doesn't it. However look at a pile of business cards you have collected recently. Do all the cards clearly state what business these people are in? Can you remember who does what? Many companies make the foolish and sometimes costly assumption that everyone knows what they do.

Many large corporations, made up of multiple divisions, also miss out on business by assuming their name is sufficient. People may have heard of your company but they really don't know all the areas that you cover. The business card only states the company name - there may be a variety of businesses operating under that banner.

Alternatively, some potential clients may think that your organisation is too big for them when this may not be entirely accurate. Consider including the 'specialising in' on the back of the card so as to avoid any confusion in the marketplace.

Suggestions

- Use the back of your business card to list additional services and specialty areas.
- If you are in a competitive area e.g. real estate, motor dealers, you may consider including a photo on the front of your card. This will make it much easier for people to remember you. *Important tip* - make sure you have your photo taken by a professional photographer who is used to taking models' photos. You will be assured of a great photo. Saving dollars on do-it-yourself shots or taking a snap from your wedding album is false economy. If you want to be treated as a professional, you must create a professional image. You only have one chance to make a first impression.
- Bi lingual cards are a must if you are planning to do business in Asia or Japan. The art of handing out business cards is a time honoured tradition in the Chinese community. You are being given a card representing a summary of the person in the form of a business card. You are expected to acknowledge the card, comment on the content and treat the card with respect.
- Working with the Australian-Chinese Chamber of Commerce in Perth, I learned that the Chinese invented networking and the Japanese perfected it. Mainly because the Japanese will give you a business card every time you meet them, whether you

have previously met them before or not. Australians normally only give business cards the first time you meet someone. The Japanese belief is that the more cards you have the more business you can refer to others. Again this makes it very easy to refer business to others.

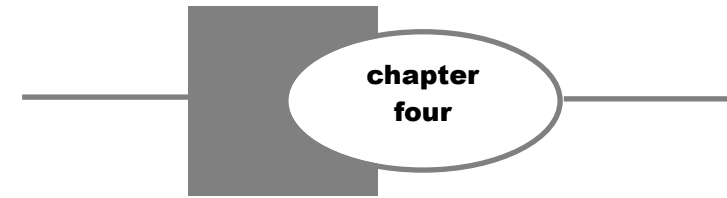
- Multiple business cards are a must if you have a number of businesses that are non related. False economy is having one business card that states *Image Consultant, Fashion Designer and then ... Tarot Reader*. Don't laugh, there are many business cards in the market place that are doing more damage to their owners than they imagine. Use two or more cards as required. Decide before you go to a function, what 'hat' you are wearing and make sure you have sufficient cards in stock. Only give a second card to someone if you feel the 'other' business is more appropriate.
- Entrepreneurial professionals may find they can have two cards and depending where they are and the image they want to portray, they may use the more conservative card or the more colourful. I recently met a 'tax slasher' who introduced me to a 'profit builder'. When I asked them more about their work I commented that it sounded similar work to an accountant. They replied that they were accountants and if they had told me that initially they would never have had the opportunity to describe to me in detail what they do. Hats off to the tax slasher.

- Vertical and horizontal cards are available. From experience I have found that a standard size card is important. If you have a lot of information to include you may choose a folding card that will fold down to a standard size. Or, consider a bookmark size card that also folds to a standard size card. I have seen people discarding cards that are odd shapes and sizes because they are too difficult to store.
- A good business card will fit into a standard business card holder. It will therefore be 90m x 50m in size and printed on card which weighs approximately 280 gsm.
- When giving out a business card and receiving one in return, always place the business cards you receive in one place. For example, if your own cards are in your left pocket, place the cards you are receiving in your right pocket to avoid confusion. If you are not wearing a jacket and using a business card holder take your business cards from the front and put the business cards you receive at the back of your pile of cards.

HOT TIP: If the thought of giving out a business card terrifies you try changing places so to speak. Once you have struck up a conversation with someone ask them for their business card. Once you receive their card, you would quite naturally give them yours. Always remember to make some comment about the card or the information on it.

KEY POINT:

How many business cards would you give out if you knew every business card would turn into business?



Beyond business cards

In this chapter we will show you what to do with all the business cards you receive and how to be remembered positively to create unlimited networking opportunities.

What will you do with the business cards you collect? Many people I know have great stacks of business cards in their top drawers with rubber bands holding them together. Every year they go through these cards, realise they don't know one person from another and throw them all out. Your goal as a successful networker is to exchange 25 plus business cards every week and have a system in place to manage these exchanged cards.

Giving out a business card is step one. Exchanging cards with the people that we meet is the target of all successful networkers. If we are not used to giving out business cards, one of the key things we must do is make sure the cards are easy to reach. You may choose to carry your cards in your top pockets for males or jacket pockets for women, or in one of the fashionable business card holders.

Cards must be readily available for use to take full advantage of networking opportunities. Women often change handbags, briefcases to attend an event. Make sure you have bundles of business cards in all your handbags, wallets and in your car.

Blank cards

Many people do not have business cards or forget to carry them when they attend networking functions. A simple solution to this problem is for you to carry a number of blank business cards (available at most stationers in packs of 50). Once you have built rapport with someone, you may choose to offer them a blank card on which to write their details so you can keep in touch with them. These days you often hear people ask for email addresses or mobile numbers and most people need them written down to remember them.

Based on what you have already read do you need to revamp your business cards?

How soon will you do this?

Do all your staff have business cards?

Many companies only supply business cards to the senior and middle management. There is no faster way to build self esteem in a staff member and help to build their loyalty to the company than to give them a business card and encourage them to give out cards to all their friends and relations.

If the average person over 25 years of age knows at least 1000 people, would it be fair to say that some of those people may be in need of your product or service? How can they do business with you if they don't know how to contact you? Value the resource you have within your own organisations. Your staff are your greatest investment. Encourage them to network also.

As email takes over as the preferred correspondence format you may choose to include a business card with every piece of correspondence you send by mail. People will often throw away your letter but they will keep your card.

Assuming after reading this book you start to give out business cards to every person you meet and ideally exchange cards with most of these people, you will soon end up with quite a collection of cards. Read on for some valuable tips on what to do with these cards so they don't end up in huge meaningless bundles-your collection of cardboard.

What will I do with all these business cards?

Steps to take after you exchange business cards:

Within 24 hours of meeting the person and ideally while your memory is still fresh, write on the back of the card:

- The date you met the person
- The place you met the person
- Something you remember about the person - the WOW. This is the thing that is unique to that person, their special interest, what they do outside of work, how they spend their free time etc.
- Any action needed

There are many electronic customer relationship management and database management tools available today. These tools are only as good as the information recorded in them. So if you take good notes and start with the back of the business card you will have a good basis for follow up contact.

Some readers may be wondering how they will find out the WOW about the stranger they have known for all of two minutes. Most great networkers don't talk about work with people they meet. Their focus is totally on the person they are speaking to and they will often ask questions like: What do you do outside of work? How do you spend your free time? What was the highlight of your weekend?

Finding out what someone does for fun, how they spend their weekends, what their interests are-these are the things you would write under the 'something you remember about the person'. This is the WOW!

Can you imagine someone ringing you today who was able to quote the topic of conversation they had with you four months ago when you first met. Would you be impressed? I certainly would and I am constantly. What that person has shown me is that they listened to my answers. They weren't just pretending to be nice to me. They are proving to me that they want to build a bridge of trust and communication with me.

THE BEST NETWORKERS ARE THE BEST LISTENERS

PEOPLE DON'T CARE HOW MUCH YOU KNOW UNTIL THEY KNOW
HOW MUCH YOU CARE

Successful networkers wow a customer or prospect every day. First we have to know what will wow them? The only way we find that out is to ask them questions about themselves, their interests and listen. Giving someone in a crowded room sixty seconds of uninterrupted time and undivided eye contact is far better than ten minutes of only half listening, with your eyes darting around the room.

Great networkers make HEART TO HEART CONNECTIONS - they listen with their heart as well as their ears. Whether their conversation lasts for ten minutes or ten seconds, the speaker knows that they have your undivided attention. Listening with a total focus to a person is the greatest compliment that you can give them. And it is the foundation for building that bridge of trust. The brief notes you make on a person's card act as a memory trigger to wow this person when you reconnect with them.

Any action needed

If you have met someone at a networking function or a social event honour your commitment and follow up. Always do what you say you are going to do. But never overcommit. Far better to say, you will receive that article next week and then send it three days early than to commit to them having it within a few days and be a week late. Stop trying to be superman or superwoman.

At times, there are not enough hours in the day and my systems let me down. I may find a business card with a note on the back and realise I have not actioned it or correspondence is long overdue. My advice is be honest. That person is human too.

Apologies for taking so long to get back to you. Your card was buried in my in-tray. Hope I'm not too late to give you this information.....This is far better than never getting back to them and then being totally embarrassed the next time you see them.

Hand written notes versus Emails

A hand written note of even just 25 words is sometimes the most powerful networking tool to create a positive impression. Everyone is busy; no one has time to waste. Most business people's inboxes are overflowing with a combination of spam, unnecessary emails and maybe 20% important stuff. An email from you saying 'great to meet you at such and such' will probably be deleted instantly.

But, a personal note attached to your brochure or proposal can enhance the lasting impression you leave with your contact-plus it has more chance of being read and less chance of being deleted into the waste paper basket.

Example:

Hi Mary,

Great to meet you at Sue and Keith's wedding. You mentioned you may be interested in purchasing a laptop. Have enclosed the latest brochure on our top of the range machines. Call me if I can answer any queries.

Regards

John.

PS. Hope your daughter's birthday party was a great success

This brief note may take one minute to write and cost you maybe one dollar in stationery, including postage. What impact will this have on Mary when she receives it?

Many people make the mistake of thinking if we meet people in a social environment it is not business and don't follow up, or even worse, think it's not appropriate to follow up. Wrong on both counts. Non-work related events are more and more the place where business is being done in the marketplace.

Is there anyone you have met in the last fortnight who is still waiting to be followed up?

What action can you take today to reconnect with this person?

Have you missed opportunities in the past because you did not follow up?

Is it possible to rectify that today?

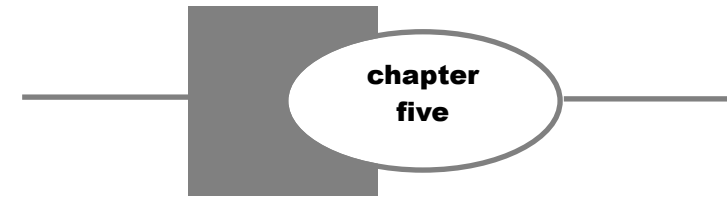
Email is a great tool for connecting with past prospects. You might forward an invitation, an article, something of interest to them or just a 'thought of you today, let's connect' email. Choose the days when you send this-avoid Monday and Friday when the inbox has usually backed up after the weekend and a busy week. Don't send long emails, jokes, big files. The quickest way to get a prospect off-side is to fill up their inbox with junk. Remember we are trying to build a bridge-connection by connection.

Trust is the cement that keeps the bridge together until finally it joins in the middle. We then have another person with whom we share mutual trust and respect in our network. This does not happen overnight. We develop trust and earn respect.

KEY POINTS:

One in four of the strangers you meet at networking events will become prospects, clients or referrees.

If you are not generating business from attending networking events you are not speaking to enough strangers



Time management effective networking

In this chapter we will show you how to make time for networking and how important this time management is for your business growth.

If tonight at midnight a group of people were given twenty four gold bars and told to invest them wisely and return the following night at midnight-the returning group would include:

- people who now had more than twenty four gold bars
- people who had less than twenty four gold bars
- people who had squandered the entire twenty four gold bars

The combinations are endless. Every day we are given twenty four hours, no more no less. The first person to come up with a way people can buy 'time' and not change any of their current habits will be a millionaire many times over.

Each day we have: 24 hours = 1440 minutes = 86,400 seconds

The next step is to divide out time into:

INCOME BUILDING versus INCOME GENERATING

Income building will include time for networking, follow up calls, emails, thank you cards, conversations with strangers, attending networking events, all keeping in touch activity. All the things that don't generate income immediately. However, these activities have the potential to generate income down the track. We call all of these tasks income building and they lay the foundations for future business development.

Income generating will include any task, procedure, billable hours, system or service that provides instant income generation. This is obviously the major priority for businesses and is the reason why networking is often left in the too hard basket. It won't generate instant income for us. And that is true, in the short term. However, without income building and networking activity you are totally dependent on advertising and cold calling to find new customers. Yet networking will ultimately save you a fortune as it replaces your advertising and marketing expenses.

How much did you spend on networking activity in the last 12 months?

How much did you spend on advertising in the last 12 months?

How much did you spend on marketing activity in the last 12 months?

Do you have a system in place where you can measure your return on investment with each of the above activities?

And if so, how many dollars did you spend on advertising and marketing to gain x number of new customers?

AMOUNT SPENT: \$ _____ NO. OF CUSTOMERS _____

Average amount spent to gain new customers: \$ _____

Example of income building activity

Let's take a real estate agent who generates income by buying and selling properties. Selling the properties generates the income for the agent. Networking generates the listings to give them the properties that will generate the income. If they don't have any listings they have probably not been networking effectively.

Networking for real estate agents may include:

- valuing and making contact with their past buyers, landlords and vendors on a regular basis
- giving the above group referrals on a regular basis
- regularly attending networking functions (chambers of commerce, community groups, sporting functions) in their area
- introducing themselves to new businesses in their area
- making contact after the sale has gone through-after sales service for both vendor and buyer

What might networking activity include for your business?

Does networking have a top priority in your business?

If not, why not?

We have included a **Self Networking Tracker** to assist with tracking your return on investment from your networking activity. This simple tracker can be duplicated each month to track what activity you planned for the month, what you actually did (often what you plan and what you do are two separate things), key players that you met, plus dollar value you can track from past networking.

It also helps you plan for next month's networking. If you complete the top half of the page at the start of the month and the bottom half of the page at the end of the month you may be pleasantly surprised with your networking outcomes.

Self networking tracker

Name

Month:

How I plan to network for the month of.....

1.

2.

3.

How I did network for the month of.....

Key people I met: ■.....

■.....

1.

2.

3.

\$ value of business this month I can track from past networking \$.....

How I plan to network for next month.....

1.

2.

3.

Every business must look at how it is actively attracting new business as well as valuing current customers. As our advertising and marketing dollars become more valuable we should make sure that for every \$100 spent a portion goes to

- attracting new clients
- valuing old customers.

Effective networkers have systems in place to save time with their networking. If they are allocating a minimum of fifteen minutes a day to networking (this excludes attending any networking functions) it is important they have all their networking needs at hand.

These may include:

- Stationery and cards: thank you, congratulations, sympathy, birthdays, get well, general blank cards for all occasions.

TIP-the more prompt your response- the more powerful your impact

- Promotional material about your company or business

TIP-ideally send a follow up note within 72 hours of meeting the person at a networking event

- Stamps: ready for a quick response or follow up.
- Access to your database or business card directory, electronic or manual. Being able to find contact details easily and effortlessly is part of the networking challenge facing you until you get on top of your business card filing.

Follow the k.i.s.s system. Keep It Simple Stupid

Again a well known saying. The simpler the systems, the more we will action them.

The above suggestions may sound so obvious, however as those gold bars of time slide through your fingers, it is really easy to put networking tasks off because they don't seem so urgent and in the short term may not be providing income.

Networking must become a number one priority every day if you want your business to grow

The more you actively network the more networking becomes part of your life and you will include it as a top priority for your day. However, for novice networkers fifteen minutes per day is a MUST. Ideally a 60 minute daily networking time slot will gain fast results for you. Within this 15 to 60 minute time frame how much time will you allocate to:

- Current/past clients?
- New/potential clients?

We need to look at both areas, not just new business. We want to develop a habit of making contact with past clients regularly-not only when we want new business from them. Aim to contact them 3-4 times per year outside of when we actually supply our product or service. This may vary slightly for some professions, for example, real estate. An agent who has not contacted a previous vendor or buyer for three or more years may be horrified at the prospect of making contact four times this year.

Contact could be:

- a Christmas card (unless it is culturally inappropriate)
- a note enclosing a newspaper or magazine clipping, Saw this and thought of you.
- company newsletters or chat sheets
- a thank you for your business gift.

PLUS, if you are sending regular referrals to your client they certainly won't have time to forget you.

We can set up a client group list electronically and send a regular update. Please avoid blanket emails, large files (they clog in-boxes), basically anything that the client will perceive as a waste of their time. We want to show appreciation for a client's custom-not drive them away.

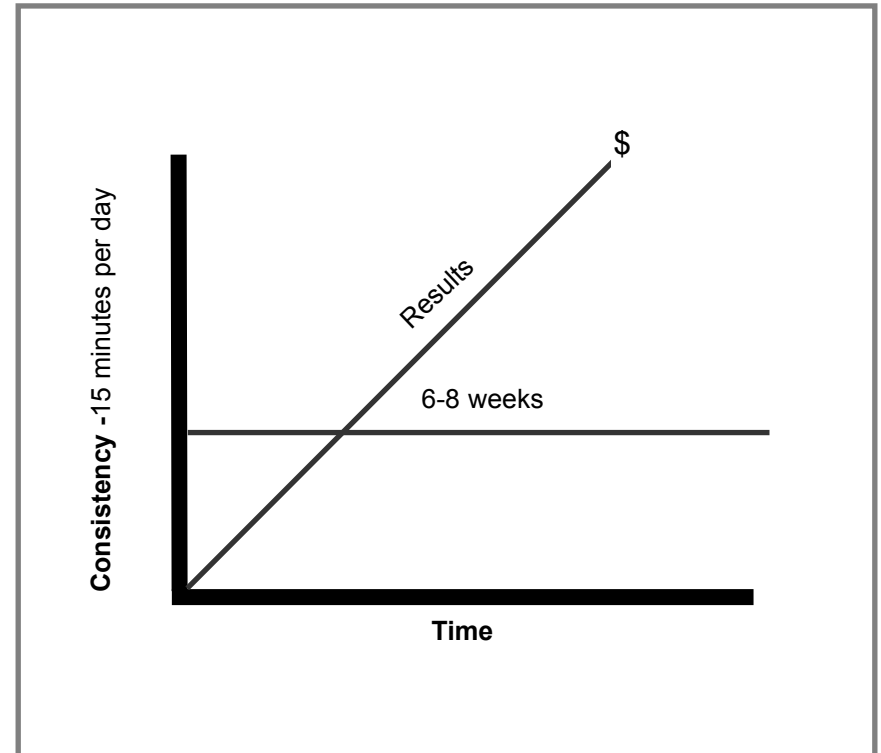
No business?

Let's network until we get busy again!

Some businesses make the mistake of only networking when they have no orders in the in-tray. This is too late. You might receive some business straight away, but most business will take time to develop. If you are continually networking, you never run out of work.

If you start networking consistently this week, even if you had never networked before, and you make a commitment to spend 15 minutes per day in some networking activity and attend one business networking function each week, within 6-8 weeks you will start to see substantial results.

The key is to keep networking 15 minutes per day minimum even when you are busy. This ensures that you stay busy constantly. Most people stop their networking activity just before they are going to reap the rewards from it.



This graph shows that by networking for 15 minutes a day in 6-8 weeks time you will start to see substantial results .

Will your competition take your clients?

Many small businesses take their clients for granted. We call it complacency. Let's look at a hairdresser who may be seeing a particular client every 4 to 7 weeks, depending on the client's needs. What systems would a hairdresser need to have in place to even notice if a client did not come in for her regular visit? A simple diary reminder could work wonders for a growing business. I have visited many hairdressers in my lifetime and to this day have never had a phone call or note saying-

Just a reminder. It's four weeks since your last cut. Should we hold a slot for you in the next two weeks? You normally see us on Saturday mornings.

It doesn't take much to fill the diary with work now does it?

Some people call it service. I call it networking.

My firm belief is that business is often there for the taking. It's not stealing business from your competitors. It's just keeping in touch, keeping your name and your business name in front of the customer regularly. If a business doesn't look after its customers why don't you take up the challenge?

A banker celebrating a major new account told me that her new client said he switched banks because he saw her more often (and got to know and trust her) at networking functions than he saw his own banker.

Which one of your competitors is making more contact with your clients than you are?

Successful networkers are organised

Fifteen minutes a day spent on networking is a valuable investment of time.

Can't spare fifteen minutes a day?

Ask yourself-

What am I doing that doesn't really have to be done?

What am I doing that could be done by someone else?

What can I delegate today?

What am I doing that could be done more efficiently?

What am I doing that wastes the time of others?

What is my biggest time waster?

What can I do today to reduce this time wasting?

When we are looking at the effectiveness of our time management and wondering where we are going to find that additional fifteen to sixty minutes per day for networking it is often worthwhile getting a second opinion. You may like to ask some of your fellow workers to answer those questions about you from their perspective. Often they see things quite differently and will give you useful feedback.

The only difference between your normal to do list and the planning sheet on the following page is the inclusion of time allocation. Most of us write to do lists for a 36 hour day and then beat ourselves up when we don't get through everything in our 24 hour day. Hopefully the following sheet will allow you to schedule time for networking. Be it a 15 minute time slot or a 30 minute time slot, it is imperative you know what you will be doing in that time.

Date:	Day:
Daily Planning Sheet	
Today's priority jobs:	Time allocated:
1. _____	
2. _____	
3. _____	
4. _____	
5. _____	
Today's phone calls:	
Tomorrow's calls & projects:	

You may choose to adapt this sheet in your diary and use it as your weekly networking plan or as a daily sheet. Either way, whatever does not get done today, you can do tomorrow.

Remember to focus your networking time - 50% of the time on old customers and 50% on new business. We need to keep both in perspective to grow our business to its full potential. Some progressive companies today use this principle with their advertising dollar. They spend half letting their current customers know how much they are valued, and half on looking for new business.

Time management tips for your 15 to 60 minute networking time

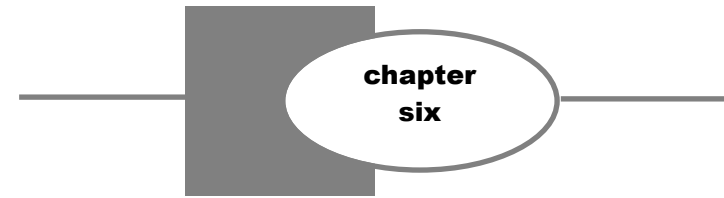
- Allocate uninterrupted time. If you were with a VIP client this would happen.
- Networking must take a high priority and you are the most important person in your life. If not, why not?
- Utilise your 'on hold' time on the phone.
- If you arrive early for appointments spend a few extra moments in the car and write a few notes. Stolen minutes here and there add up to hours.
- Allocate a set day for writing birthday cards for that month. Place a small pencil mark on the envelope indicating the day the card has to be mailed to arrive on time.

- Have your Christmas cards printed earlier in the year. Start writing personal messages on the cards rather than just your company name. The more you give recognition to your customers the more your business will grow and it's the little things that count. For example, that personal reference to a golf handicap, planned Christmas holiday, house renovation etc. The WOW you already know about will make your card stand out from the dozens of impersonal cards landing on the desk.
- Carry thank you notes in your diary or briefcase. After leaving a client's office, take time to write a short 'thank you for your time' note, drop it in the mail on the way back to your office.
- Make your job easier by employing effective networkers. Head hunters are well aware how important networking skills are to a companies' growth. There are only two sorts of people in the world-those you know and those you don't know yet. Some of your staff may already know the people you want to meet. Ask them.
- Start to take note of things that impress you with service and customer satisfaction.
- When you experience great service write a note to the company and of course include your business card.
- As more and more bills are paid electronically include your business card with every item you send by mail. Remember your business cards are your silent sales people. Make sure your cards are working for you.

- Buy stationery in bulk. Having cards on hand is critical. If you have to go out and buy a thank you card every time you need one you will never do it. Most printers are happy to provide a personalised range of stationery to suit all your networking needs.
- Read daily newspapers, either hard copy or online, and send letters of congratulations to people who achieve things you admire-whether you know them or not. Business is often done with people new to a position or location (sporting or political transfer) purely because you take the time to acknowledge their achievement.
- Send a thank you card when you don't get the business. Shock horror. I repeat, send a thank you card when you don't get the business-you will certainly stand out from your competitors. Okay, you didn't get the business but maybe the successful provider will not deliver. Who will more than likely be a second choice? The person who stands out from the crowd for doing exceptional things.

KEY POINT:

Master networkers are persistent. They only have twenty four hours in a day so they work to a system prioritising the people they want to make regular contact with. Creating your master networking plan is extremely important. Start today!



Survival Guide for shy or nervous networkers

In this chapter we will show you how to attend a networking function, move out of your comfort zone and have fun-all at the same time, as well as having quality conversations, giving out business cards and maybe even walking away with business.

What is a networking function? Any function or get together where you don't know at least five people. Some networking functions are informal e.g. football club, tennis club, parents and citizens groups, church groups, special interest groups. Some are more structured- Lions Club, Rotary, Toastmasters International, Chambers of Commerce.

An interesting trend in our time-poor society is that many special interest groups have actually overtaken business networking in terms of ROI- Return on Investment. Substantial business opportunities are often the result of networking with other fanatical fans for a sporting team or event. For example, Winter Sun Rock and Roll Festival on the Gold Coast when thousands of people participate in activities over a week in early June each year and ultimately do business with each other throughout the rest of the year.

Back in the '80s, cold calling or making contact with people we did not know was the way most salespeople went about selling their product or service. Depending how well they knew the prospect determined whether it was a cold, warm or hot call. Largely though, selling in the '80s was about talking to enough strangers until you found someone who wanted your product.

Networking has definitely replaced the need for cold calling.

Take the banking profession as an example. Unless someone joined the banking profession in the '90s, they did not apply for a sales position-they applied for a non sales position in the banking profession. Today every position in the banking profession involves sales, whether it is a teller, business development manager or customer service position. All staff are now conscious of the sales focus. The good news is that networking takes away all the sales pressure for these accidental sales people. If they regularly attend networking functions they don't have to cold call. They simply follow up the people they meet at networking functions. More often than not the person has already complained to them about what their current bank is not doing.

Imagine a banker attending a Chamber of Commerce function introducing herself to say, the local electrician. The electrician makes a comment that he banks with 'x' bank. The banker doesn't try to steal customers. She merely makes the comment, *Great, if 'x' bank ever lets you down, call me, we may be able to help you or Is there anything 'x' bank is not doing that you would like them to do?*

Accountants, lawyers and many other professionals are not sales people and don't want to be remotely involved with sales. However, most of their firms and companies now must have a business

development and marketing focus to survive in today's competitive environment. The great news for these professionals is that networking is the ultimate stress free business development tool. So let's get started.

To maximise your ROI-Return on Investment, it is important to think of attending a networking event as a 'work' activity. Tonight I am going to a Chamber of Commerce dinner. I won't be home until 10 pm-in fact I am working until 10 pm tonight. Tomorrow I am going to a book launch at the Australian Institute of Management starting at 7.15 am. I will be working tomorrow from 7.15 am.

It is a small mental shift to think of attending a networking function as working rather than something you have to do. However, that small shift makes a huge difference with your outcomes from the event.

How often should I attend a business network?

Making time to attend at least one networking function every week is ideal for business development. Here you will find unlimited opportunities to network and grow your business through helping others to grow theirs. In the networking environment if you can help people get what they want, they will help you get what you want. Remember the law of reciprocity tells us that what we give away comes back ten fold. Networking triggers this chain reaction. We give away something and something indirectly or directly comes back to us.

Many networks meet on a weekly basis. Some which might be of interest are:

- B.N.I. - Business Network International www.bni.com.au
- Rotary International www.rotary.org
- SWAP - Sales People With A Purpose www.swapaustralia.com.au
- Others like the Australian Institute of Management hold regular seminars, forums, breakfast events, as well as running specific special interest groups www.aimqld.com.au

For a complete list of recommended networks Australia wide, please go to www.networkingtowin.com.au and press the icon recommended networks.

It is worth visiting a network at least twice as a non-member before joining the network. The first time everything is quite different and your judgement can be clouded on the network's potential. When you go back a second time, you know what to expect and usually feel a lot more confident and enjoy the event a lot more. You can then decide if this network meets your expectations.

An important tip. Go to a network event for the audience not the speaker. A good speaker will bring a large crowd. However, you want to network with the audience, not the speaker.

Survival Guide for shy or nervous networkers

PREPARATION PREPARATION PREPARATION PREPARATION

The more prepared you are prior to attending a networking event, the better your results will be and the less nervous YOU will feel



1. On receipt of the invitation to a networking event ask yourself, why am I going? If you can't come up with a good reason, don't go. You'll be leaving a place for the people who really want to be there.
2. Book and prepay for your ticket where possible-make it easy on the organisers.
3. After responding positively to the invitation decide on the **logistics**. Do I have to block out time in my diary the hour before the function starts so that I arrive on time? How will I travel to the event? Will others I know be going? What is the dress code, and will I need to bring a change of clothes to work on the day? Will it be possible to have a shower before I change clothes? For male and female networkers I suggest you keep a 'refresher pack' at the office-it may include toothpaste, toothbrush, deodorant, after shave/perfume. The fresher you feel, the more confident you will look.

4. Before you leave for the event put yourself into a positive state of mind. Some ideas to do this may include laughter, hearing a funny joke, upbeat music, a walk around the block, a chat with a friend. It is most important that you leave any problems you have had at work on the work doorstep. Remember your business cards, an extra pen and your diary.
5. Where possible arrive early and leave late. If the invitation says 6pm for 6.30pm. arrive as close to 6pm as possible. Most effective networking happens before and after the function, when there is less officially happening. You may not want to be the last to leave, however, staying for a short while after the official proceedings are over often results in making good contacts.
6. Practise your introduction. *My name is Robyn Henderson and I write books on networking and business building.* Keep it short, sharp and to the point. Don't use it as a one minute commercial-people will switch off.
7. Hot tip for female networkers. Avoid wearing black or dark navy clothes. You will be noticed and remembered more by wearing colourful clothes or accessories.
8. Use a strong handshake. Practise shaking hands with a friend and ask for feedback.
9. Invest in a good looking name tag with your name and company name in large font. Unfortunately at many networking events the name tags are less than perfect. Most organisers are quite happy for you to wear your own.

10. If you fear speaking to strangers start a conversation file. Clip out interesting articles from newspapers and magazines or record key points from a news release. If you find them interesting others will as well. Refer to your file before you attend a function and select 2 or 3 items that may be relevant to the group.
11. If your budget is \$50 per week for networking functions weigh up whether you are better to go to a dinner meeting where there will be time to network before and after or two breakfasts where most people arrive on time (rarely early) and usually have to rush off to work. This of course does not apply to the professional business breakfast clubs with a planned agenda like SWAP, BNI.
12. Make sure your business cards are easily accessible. Men often carry their cards in their top coat pocket. If this is the case, when you receive a card, put it in another pocket, preferably your top shirt pocket, to avoid pulling out the wrong card at a later stage.
13. Avoid spreading yourself too thin. You are better to regularly attend 1-2 networking events every fortnight than 4 in one week. If you don't have good post event systems in place, all those business cards can become very confusing. Pace yourself.
14. If you know you may be arriving late ring the organiser prior to the event and make mention of this particularly if it is a sit down event. Not only is this polite, it also ensures a meal will be held for you.
15. If you happen to have had a negative networking experience remind yourself of all the good experiences you have had. Long term, the positives will far outweigh the negatives.

16. If you are confused about the dress code ring the organisers to double check. It is far better to be overdressed than underdressed.
17. If you receive an invitation to attend an event where you will be buying a ticket and you are unable to attend, pass the invitation on to someone else who may gain from attending. If you are unable to attend a function where you are invited as a non paying guest, consider ringing the organiser and ask if they would like someone else from your network to attend in your place.
18. Many people miss out on attending great events because they don't hear about them. If this has happened to you, ask your network to keep you informed of anything that would be of value to you-before the event is scheduled.
19. Wear your name tag on your left side. When you shake hands you will not block your name.
20. Prepare in advance a couple of questions that you would feel comfortable asking and answering. Questions prepared in advance free your mind for listening.
21. Always go for quality. There is usually a direct relationship between the cost of joining the network group and the status of the people who attend. The more dollars you pay to join a network usually means the higher quality decision makers will be the people attending. There may be exceptions to this rule with special interest groups.

22. Often women's jackets and dresses do not have pockets in which to place your business cards. If it is a crowded event it is a good idea to carry a small business card holder in your left hand. This will look quite discreet and will enable you easy access rather than going to your handbag or briefcase.
23. On the day of the event read the local or national papers so that you are up to date on events of the day. Listen to a radio bulletin on the way to the event. Stay informed. This one tip will give you unlimited conversation starters-*Did you hear about? What did you think about?*
24. Create a place in your office where you keep your 'networking kit'-the place where you will always be able to find your business cards, blank cards, promotional brochure about your product or service, name badge and change for the parking meter.
25. Just before you enter the networking function room remind yourself what you want to achieve from attending.
No plan = no results.
At the networking function remember to have fun.
26. If you are a first timer at networking functions don't panic. Take a number of deep breaths. Repeat to yourself, *Every best friend was initially a total stranger*. Look for the friendly faces as well as the people who look as lost as you do. You've paid your money, make the most of it, talk to someone, anyone and be positive.
27. At networking functions act like the host not the guest. Introduce strangers to each other, be friendly and smile.

28. If you feel nervous when you arrive at a networking function focus on your breathing. Deep breathing slows down not only your breath but your thoughts. It also gives you an opportunity to collect your thoughts and check out who is in the room.
29. Befriend first-timers, people who look nervous or a little lost. We've all been there before and know how it feels to be in a room full of complete strangers.
30. Avoid monopolising any one person's time-even if they are your ideal prospect. They may want to meet people other than you.
31. Golden rule when you are attending networking functions-don't sell. No one wants to be sold to. Even if you are receiving buying signals arrange to meet as soon after the function as possible. If you do start to sell you risk being interrupted by food being served, the speaker, or the entertainment. There are too many variables at a networking event and you will only get one chance to make a pitch. Timing is critical to maximise a positive response.
32. The best networkers are the best listeners. Don't fear pauses. Once you ask a question and the person has finished their answer, allow a 10 to 20 second pause to allow them the opportunity to continue to speak. Some people need a little more encouragement than others to open up.
33. Ask a trusted friend or work mate to observe your behaviour at networking events. Is there anything you are doing, or not doing, that you could change to make your networking more productive?

34. Develop/practise your decision making skills. Often at networking events someone will offer you the opportunity to attend another event. If you respond with *I'm not sure, can I call you next week?* you may miss valuable opportunities.
35. Aim for quality conversations rather than quantity. If there are fifty people in the room, plan to speak to 4 or 5. Exchange business cards where possible. Make notes on the back of cards of the conversations you have with people you meet. Remember the WOW-the thing that is unique to them like their special interest outside of work.
36. If you do see people you know by all means talk to them. However, avoid standing with them all night. You are there to meet new people as well as reconnect with friends.
37. Unless it is culturally inappropriate always make eye contact when you are speaking to someone. The more eye contact you make the more interest you will be showing in that person.
38. Be courageous when you are networking. Often others are feeling as nervous as you. You are just too busy talking to yourself that you don't notice their nerves. Introduce yourself to a stranger.
39. Never underestimate your value or worth to a networking event. People often think they have little to contribute. Remember. If you have been working or studying in a certain area for two or more years you certainly know more about that topic than most people in the room. Never let yourself be intimidated by other people. When you value yourself others will value you.

40. Be yourself. Act naturally. Be real. Lots of people are nervous at these events so you are not the only person in the room feeling a bit uncomfortable.
41. No matter how insecure or out of place you may be feeling at a networking event, never lie or exaggerate about who you know or what you do. It's a very small world these days and you may be found out sooner than you think.
42. When you are speaking to people who work outside of your industry or profession avoid using industry jargon and acronyms. It can become very confusing.
43. Avoid gossiping. If you can't say something positive about someone, don't say anything.
44. Don't monopolise the conversation. Once you get the conversation started, listen rather than talk. Remember, good networkers are good listeners.
45. Look for ways to distinguish yourself from others. There may be five financial advisers in the room, however, you are the only one who specialises in investment companies with an environmental focus. Don't be afraid to be different.
46. Don't overindulge in alcohol. There is nothing worse than slurring your words and thinking you are okay. More and more people are choosing not to drink these days and there will always be at least one non-drinker in every crowd who will remind you how stupid you looked. Worse still if there is a photographer.

47. In case our male readers don't know-the ladies room is a place where networking can happen. Just ask any of your female friends. For some reason women are generally very friendly and often strike up instant conversations while fixing their hair and make-up.
48. If it is a less formal function and you know the host quite well, and there are no official serving staff, offer to take the plates of food around. It's a great way to meet people. *Hi, I'm Jane. Sue says the seafood dip is her best yet. Would you like some?* Later on you will have no problem at all reconnecting with those people.
49. If the food is being served buffet-style, make the most of the time you are in the line queuing. Chat to the people on either side of you.
50. Forgetting names is common and the more nervous you are the more chance of forgetting. If you do forget you may say *Your name is on the tip of my tongue..... or I know your name starts with J.....*
51. If you are recounting a story, shorten it where possible. No matter how interesting you may find it, consider others. If it is too lengthy you risk someone joining the group and you will be interrupted anyway with introductions. Less is more.
52. Avoid 'talking shop' with your workmates. Although work is what you have in common, there is another side of life to your workmate. Why not try to find it through simple questioning: *Joe, how do you spend your weekends?*

53. Avoid making fun of others. If the joke is on anyone, always make it on you. Plus you never know who is connected to whom. There is nothing worse than insulting someone in front of their partner or peer.
54. Most events these days are non-smoking. Always respect that. If you are a smoker and you go outside for a cigarette remember your business cards. No doubt you will meet some like minded people and of course you have a common link.
55. Most important point of all HAVE FUN!! When you're new to networking, it may seem pretty scary. In time you will look back on some of your worst networking experiences and laugh. So why not enjoy the journey.
56. Introduce yourself to the organiser/president/convenor. Ask questions about the group and of course be interested in the answers.
57. Take two pens. Someone at your table may want to take notes. Even better if the pen is a promotional tool for your company/business.
58. Move out of your comfort zone. Sit with people you don't know rather than the 'old faithfuls' you have known for years.
59. Offer to donate a lucky door prize at the event and where possible draw the prize yourself so that the audience puts a face to the name.

60. If it is a sit down function (breakfast/lunch, etc.) introduce yourself as the table fills. Position yourself as the unofficial table host. If there are ten people at the table, pass around nine business cards. Three people will be relieved that you started giving out cards, three people will think you are pushy (that's okay.) and three people will curse themselves for not bringing their cards.
61. Listen to other guests' introductions and learn from them. Listen for the ones who can introduce themselves in less than 10 words. One of the skills of networking is being remembered positively. If your introduction drags on too long, people switch off and stop listening.
62. Don't just show up unannounced and expect a meal or seat to be provided for you-and don't even think about arriving late with a group of four or more people and demand to sit together when there are limited numbers of individual seats available. Treat people as you would like to be treated.
63. Keep your eye out for first timers. These people often look and feel like a fish out of water. Making the first contact with these people can often endear you to them for life.
64. If possible, give away at least one lead or referral at the function. By the end of the function, if you are thinking it has been a perfect waste of time and you have not generated any business for yourself, find someone you can give some business to. Or ask yourself, who can I give a few words of encouragement to? Always remember the law of reciprocity, what you give out is what you get back.

65. If you ever attend a function where you do not feel comfortable because of illegal activities e.g. drug taking, gambling etc....just leave. No explanations are needed.
66. If all else fails, fake it until you make it-lots of people do.
67. Prepare your entrance-things you will say when you approach a group of strangers or individuals. *Hi my name is Robyn, would you mind if I joined you?* Very few people standing by themselves ever say no to anyone approaching them. We call this the solo approach.
68. *This looks an interesting group, would you mind if I joined you?* Again who would say no to someone giving a compliment to the group. We call this the flattery approach.
69. Prepare your exit-something you will say when you leave someone standing by themselves. *Sorry to hear about your retrenchment, Sue (repeat something back to the person, that they have mentioned.) All the best with the job search. My goal tonight is to exchange five business cards - so I have four more to exchange. Enjoy your night.*

Always follow up post event - follow up is critical

70. After the event, follow up. Whatever you have committed to do, do it or email or phone to advise there will be a small delay.
71. Send a thank you/congratulations on a great event to the host. So much effort goes in to the preparation and staging of events andorganisers normally receive very few acknowledgements.

72. Before you file the business cards you exchanged, write on the back the date and place where you met the person. Also include something you remember about the person-preferably a non-work related item that you discussed. Make a note of the WOW. If you promised to do something as a result of meeting the person, do it. Send that profile, or name of a restaurant-whatever you discussed. Do it today.
73. Book and prepay to attend next month's event. Write the date in your diary today
74. Make a note of future events being held by this network and if you are not a member, consider joining.
75. Working on the basis that 25% of the people you meet become prospects, clients or referees, sort through the exchanged business cards and work out what your follow up strategy will be.

True networkers climb the ladder of success and when they get to the top of the ladder, they throw down more ladders to help their friends climb to the top. Poor networkers get to the top of the ladder and throw the ladder away so that no one else will ever share their success-these people do not value their networks. Other people get to the top of the ladder and realise they have been leaning against the wrong wall all the time. These people need to rethink their business and life priorities.

If you are still undecided on which networks may suit your requirements why not ask for help. Start by making a list of five people in your current network who you believe are successful networkers.

- 1.
- 2.
- 3.
- 4.
- 5.

Diarise a time to make contact with these people by phone or email to ask them what networks they currently attend. More importantly, ask them what networks they would recommend you attend. Don't be afraid to ASK FOR HELP.

At the same time don't waste time asking for leads you will never use. Most successful people are busy and appreciate calls where you come straight to the point. Ask questions succinctly and don't waffle on about the weather.

Role play your planned conversation or make a list of the questions you want to ask. Always ask the question, Is this a convenient time for you? I wanted to ask you two quick questions. You are then showing that you respect their time and their opinion as well as giving them an out if it is an inconvenient time for them.

In the networking environment, everyone knows that sooner or later they will need help themselves, so people are more than happy to help you if they can.

Example of the benefits of asking for help

John asked Mary for help in recommending a good physiotherapist. Mary has never needed a physio, but knows that Jill goes to one. Mary puts Jill in touch with John and assistance is given. Win/win all around

If you always aim to create a win/win situation with every encounter you have - you will quickly be regarded as a true networker.



This principle is extremely important when you are attending networking functions. Some people make the mistake of seeing fifty or more people in a room and instantly pouncing on those people they think will do business with them. It is preferable to regard the first two or three visits to a network group as a getting to know you/you getting to know me period. Take the focus off what you are promoting and look at who you might do business with.

With this attitude you are more than likely to walk away with business on your third appearance at this network. Trust is built by repetition-the more they see you and get to know you better, the more trust is built.

Some people attend the ideal networking group for them, get really excited at the opportunities, join on the night and then never go back. A year later when it is renewal time they don't renew because they did not receive any business from the group. People can only do business with you if they have met you personally or been referred to you, or get to know you over a period of time.

Remember we are trying to build bridges with total strangers. We have to attend these networks as often as possible. It is not enough just to be listed in the members' directory.

Don't join any group unless you are committed to attend at least one function per month. Otherwise, it is more beneficial financially to just pay the extra charge for non-members at the functions you do attend.

What networking functions do you currently attend?

Which groups does my company currently have membership with?

How often do I attend functions with these organisations or associations?

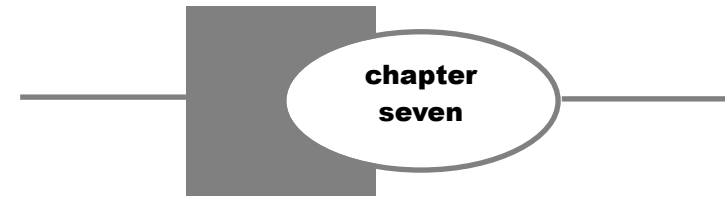
Am I getting value from my memberships?

When renewal time comes around for these memberships, could I consider joining other groups?

What other networking functions are available in my area or have been recommended to me?

KEY POINT:

Diarise now to attend a new networking group in the next 45 days. Make contact today and check times and venues and ask to be put on the mailing list. Most groups will keep you on the database for at least 3 months and only remove your name if you have not attended any functions during that time.



Golden rules for tongue tied networkers

What do I say after I say 'hello'?

Having moved you out of your comfort zone and encouraged you to attend a networking function, this chapter will now give you some tips on making conversation with perfect strangers. Personality and the ability to communicate clearly are prerequisites of networking, however, communication skills can be learned and everyone has the perfect personality for networking. The ability to listen more than you speak is actually the key to great conversation.

Talking to strangers is at the heart of networking. Very few people feel comfortable doing it. So let's include some extra, extra tips for the people who often get tongue-tied and always avoid talking to strangers.

Golden rules for tongue tied networkers

- Listen, listen, listen. Be prepared to listen more than you speak. Ask a question and wait for the answer.
- Be friendly. There are other strangers in the room feeling just as nervous and uncomfortable as you do right now. Trust me on this.

- Make eye contact with the person you are speaking to.
- Smile, smile, smile. Smiling is a universal language and loosely translates to - I am smiling because I want to be your friend - I am not going to hurt you - smile back and we can start a conversation.
- Breathe deeply often. When you are nervous you often breathe shallowly and this perpetuates the nervousness. If you take a number of deep breaths (breathe in for the count of two, out for the count of two) at least five times - you will find your whole body relaxes and you become more focussed on being present and in the moment. Whenever you start to feel stressed or nervous, breathe deeply. The great thing is - no one knows what you are doing. All they will notice is that you become more involved in the conversation.
- Make heart to heart connections. In chapter two we mentioned this heart to heart connection phenomena. Basically when we make heart to heart connections with the people we speak to we are giving that person our total focus. We are totally present and in the moment. At that point our entire focus is on this conversation and we are not distracted by anything else in the room, or in our heads. We are not having two conversations at once - one consisting of endless self talk in our heads (I'm not good enough, I've said the wrong thing, this person definitely doesn't like me, I am sure I am boring this person etc)-plus the other conversation that is actually coming out of our mouth. When we have the two conversations happening at once, we are sending a very mixed message to the other person as we don't appear to be listening to them and they may start to look confused. This of course just adds to our nervousness and poor self image.

- Act interested. Everyone is interesting. One of the tasks master networkers set themselves is to find out what is interesting about the person standing in front of them. Find out what puts a sparkle in their eye, what they are passionate about.
- Don't jump to conclusions. Avoid making unwarranted assumptions about what the person is going to say or mentally trying to complete their sentence.
- Don't interrupt-only prisoners like to be interrupted in the middle of their sentence! A pause-even a long pause-doesn't always mean they are finished what they wanted to say.
- Try to talk to people about non work related topics. Most people don't get recognition on the job. Many people don't want to talk about their job. Find out what really interests them and talk about that. Take the focus off you and put it on the other person. You will be pleasantly surprised at the results.
- Befriend first timers. They often stand out in a crowded room as the person who looks very uncomfortable and out of place. By introducing yourself to a first timer you have a 99.9% chance of NOT being rejected. Why would they reject the first person in the room who speaks to them other than the person who gave them their name badge at the door?
- Avoid asking closed questions that can only be answered by yes or no. Closed questions really stifle the conversation and bring it to a dead end.
- Don't fear pauses when you make conversation. Give the other person a chance to gather their thoughts and continue their answer. Most people dislike pauses and will jump in with conversation to fill the space.

Mastering the art of conversation can help you to become a more effective networker. Some people arrive at a networking function and leave their personality at the venue doorstep. They are unable to start or finish conversations and usually have a miserable time. They leave the event vowing never to return and to avoid those networking events at all costs. However, back in their comfort zone, they can express opinions on just about anything and rarely allow themselves to feel intimidated by anything or anyone.

So we may surmise that it is actually our nerves and fear of meeting strangers that sometimes gets the better of us at these events. Some people are so nervous making conversation with strangers that they don't listen at all. Rather they concentrate on what their next question will be and as a result the conversation does not flow. Therefore to improve your networking skills, it will help dramatically if you work on improving your conversation skills.

Habits of successful communicators

Think about some of the better communicators in your networks. What makes them different? Is it that they:

- listen to your answer
- allow you to finish your response without interrupting
- make eye contact
- genuinely act as if they do care about your answer
- somehow make you feel special
- follow up when they say they will
- offer helpful suggestions to you, but not in a know-it-all fashion
- remember snippets of previous conversations you may have had

When we make that heart to heart connection, we listen actively to the conversation. We don't have to worry about what we are going to say next, because when we are listening we receive lots of cues for responses or more questions. Often if we are quiet long enough we can even learn lots of things. However, when we are nervous, we fill the conversation with endless chatter and then mentally beat ourselves up for boring everyone.

Successful networkers prepare PRIOR to attending a networking event. Think of a series of open-ended questions that cannot be answered by only yes or no. These questions will help to draw the other person into a meaningful conversation. Feel free to change the language to suit your own personality and jargon.

Possible conversation starters

- *What was the highlight of your weekend/day?*
- *What tips would you give someone who has never attended one of these events before?*
- *I may already know someone who could do business with you. Tell me about your ideal client?*
- *What's your opinion of ?*
- *What's your favourite..... restaurant, movie, sport?*
- *That colour really suits you. Where did you buy your..... jacket, tie, shoes?*
- *How do you like to spend your spare time?*

If you introduce yourself to a current member of the group you could open a conversation with:

- *What has been the main benefit you have received from being a member of this group?*
- *What are the criteria for membership?*
- *How many members does the club have?*
- *How long has this group been operating?*
- *What's your opinion of the XYZ decision?*
- *Can you tell me who is the organiser of this function? I would like to compliment them on a great night.*
- *How long have you been coming to these functions?*

Don't focus on negative topics. Keep the conversation light and interesting. Don't be afraid to reveal some of your own interests. It's a great way to find common ground with a stranger.

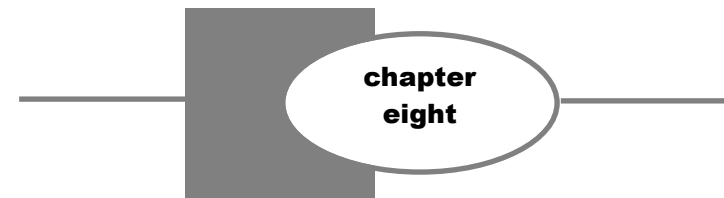
- *Have you seen the movie.....the play.....the book.....?*
- *I'm planning a holiday in.....and I'm hoping to get some tips on must-sees-do you know anyone who has ever been there?*
- *I'm buying a new Where did you buy yours? Would you go there again?*
- *What tips would you give someone who has never attended one of these functions before?*

Remember ask questions and then listen. Make notes on the business cards you receive from other people if you plan to follow up. Once the conversation starts it generally flows when you focus on that heart to heart connection. The key to making the connection is basically treating people the way you would like to be treated.

If by chance you befriend someone who does not want to join in your conversation, that's okay, at least you extended the hand of friendship. Don't take rejection personally at networking events. Often the person who rejected you is even more nervous than you are, believe it or not!

If all of this conversation-making still sounds a little bit daunting, take heart. Every day aim to have a quality heart to heart connection, even for only 60 seconds, with someone who crosses your path. Maybe it will be the newsagent, the garage attendant, bank teller, supermarket check out operator-basically any stranger you come into contact with. Ask a general question and listen to the answer with your heart, not your head. See how easily the conversation flows.

Don't be surprised if soon you are receiving compliments about being a great conversationalist. Trust me, with a little practice you will start to see yourself as the interesting person that other people see you as.



Networking sins to avoid

In earlier chapters we talked extensively about what to do at a networking function so let's now look at some of the definite networking sins to avoid.

- If you have booked to attend an event and then find you cannot attend on the day, send a replacement. Most organisers are charged for no-shows and most will send you an invoice for your non-attendance. NEVER no-show and then refuse to pay for your ticket especially if you begged the organiser to save you a place and said you would definitely be there. No excuse if you got a better offer. Put yourself in the host's shoes.
- Remember to turn off your mobile phone during the function. There is only one thing worse than a great speaker being interrupted by a phone or pager, and that's when the person answers the call and starts to have a loud conversation. This is a really quick way to turn the whole group against you. Besides, it's very rude.
- If you are a smoker check the rules on smoking inside the function. Most functions these days have designated smoke free zones.
- Don't go unprepared. Do your homework on the group you are attending. Know something about their history, their mission, how long they have been operating.

- If you just want a meal go to a restaurant. Don't waste the time of serious networkers who are looking to grow their businesses. Decide prior to booking what you want to get out of attending each particular function.
- Don't join a group the first time you attend. Attend at least two meetings before you officially join any group. Get to know some of the people, let them get to know you. If it is not your perfect fit, move on. There are unlimited networking groups starting up all the time. Find the one that suits your requirements.
- Once you do join attend regularly. The more people see you, build rapport with you and start to develop trust with you, the more business you will generate. Don't be an inactive member who never attends events and then complains that the network was a waste of time or money because no business was generated from it.
- Don't be discourteous. Excuse yourself politely if you find the people you are speaking to do not interest you or, more importantly, do not appear to be interested in you. Look for a friendly face and introduce yourself to someone else.
- Don't arrive late unless it simply cannot be avoided. Plan always to arrive on time. Latecomers arriving with two friends and expecting to sit together can be disappointed when they find only single seats left. The organisers will certainly remember you negatively if you demand to sit together when that can only be done by reseating others.

- If you arrive early and the organisers are not quite ready, please don't complain. You don't know what has caused the delay for them-possibly the hotel had a late room turnaround and this may have caused the delay. Offer assistance to the host. Maybe you could meet and greet visitors, assist with the registration desk, put out brochures. The host may decline your offer, but they will definitely remember you.
- Watch your body language. Don't send negative signals by the way you stand or sit. Unfold your arms. Listen actively-nod, make eye contact.
- If you don't enjoy the guest speaker's presentation, don't decide to give your own presentation at your table and start a loud conversation in competition with the speaker. Pay the speaker and host the compliment of being courteous
- Don't swear or blaspheme-this is inappropriate behaviour.
- Don't treat the ten second self-introduction as a two-minute commercial. People will switch off and you will leave a negative impression.
- Unless you are the host you do not have to speak to everyone in the room when there are more than twenty people attending. Do not 'work' the room. Rather have a small number of quality conversations with the people who cross your path. Leave a positive image with these people and they will spread the word for you.
- Don't drink excessively-it is not a good look in a room of strangers. Everything in moderation.

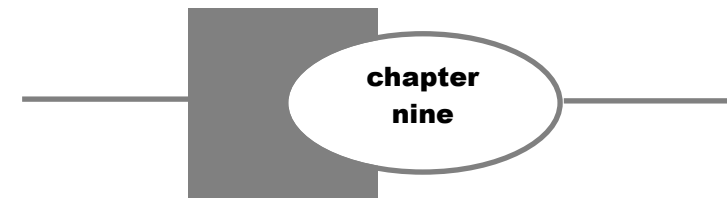
- Don't leave early unless it is absolutely necessary. Some of the best networking opportunities happen when you arrive early and leave late.
- Don't monopolise the conversation-networking is about sharing ideas.
- Don't act like a shark. I am sure you have seen people who 'work the room' by prowling around reading the name tags only, never making eye contact until they find a victim. Then they pounce. These people are so obvious, most people can see through their behaviour and avoid them at all costs.
- Don't forget the golden rule in the networking environment-we earn the right to gain business by doing something for someone else first.
- Don't expect people to place an order with you just because you introduced yourself to them. You must earn the right to gain their business.
- Don't drop names of people that you don't know and pretend you do. The networking world is very small. You can be caught out quickly. At the same time do not bad-mouth others. You are sure to offend someone in the group.
- Don't lie about anything. Trust is critical in the networking environment. If you are caught out with a lie you will do irreparable damage to your reputation.
- Don't jump in when there are pauses in conversation. Pauses are fine-let the other person jump in first, maybe they are thinking about their answer.

- Don't interrupt-only prisoners like to be interrupted in the middle of a sentence.

KEY POINTS:

You never know who the person you are chatting to might be connected to. To date, I have never seen anyone wearing a sign saying, Be really nice to me because although I don't look important to you right now, I am going to introduce you to your next largest client.

At networking events always treat people the way you would like to be treated.



How to run a successful networking function

Why is it that some networking functions are exceptional and others just don't seem to get off the ground? Many organisers think that successful functions just happen. I disagree strongly-we make them happen. In this chapter we'll look at the basics for running successful networking functions regardless of size.

In the movie Field of Dreams, Kevin Costner builds a baseball diamond for the ghosts of dead baseball champions. One of the well-known lines from the movie is BUILD IT AND THEY WILL COME.

If you run successful networking events where people have fun, make connections and there is positive energy and atmosphere, word will spread that you have a successful network. And people will come back again and again.

Here is a list of things to consider if you are thinking about setting up a network or running regular networking events.

Name Tags

It is critical to give total strangers name tags to make it very easy for them to introduce themselves to each other. This can be handled in a number of ways. The two which work best are:

1. Prepare a standard computer generated name tag or hand written ones if that seems more appropriate. It is important that you make these legible from at least a metre away. You can imagine the challenge when the name tags are written in type around the size of the printing in this book-you can't read them. As a presenter, I always think what a waste of time and effort when organisers provide illegible name tags. From the front of the room you have no chance of reading guests' names.

Depending on the formality of the sessions, first names may be sufficient. The best computer generated name tags I have seen showed the first name in bold type and the second name considerably smaller:



Might sound like a small point, but think for a moment how many people you know who would benefit by wearing glasses and don't wear them. They spend their lives squinting over menus or 'I'll have what you're having', rather than putting on a pair of glasses. Make it easy to communicate with each other.

2. The alternative method I have seen is to ask guests at the registration desk to place one business card in the lucky door prize barrel and to use another of their business cards as a name tag, inserting it in a clear plastic name tag holder. This works well as long as the person has a business card. Those who don't may feel very embarrassed before they enter the room so have some blank cards available for these people to use. The name tag holders with pins are cheaper than the clip on ones. However, to avoid damage to jackets and shirts splurge on the clip on ones and avoid complaints.

A word of warning about sticky labels. Do a test first to see that they do not mark fabric before you ask people to slap a label on their expensive suit. Don't say you haven't been warned.

Lucky door prize - your business card collection

It is important to collect the contact details of everyone attending your event so that you can follow up non-members and invite them to future events. Under the Australian Privacy Laws it is important to mention during the event that the cards will be entered in the central database and future contact will be made. Some networks also have a disclaimer beside the lucky door prize sign. On no account distribute the contact details to others.

The lucky door prize gift does not have to be anything too expensive-flowers, a book, movie pass-whatever is appropriate to the group.

Punctuality

It is important that the function starts at the advertised time unless there is something major preventing that. I find guests can become quite hostile if they are not advised of the reason for the delay. Better to start on time and reward those who arrived on time. On your invitation you may advise timing as 6.30 pm for a 7.00 pm start. That way it is clear what time the event will be starting.

Finishing time is also important. I strongly believe midweek events like dinners, presentations, fashion shows, should finish at 10 pm at the latest. Many people have to travel quite a distance home and if it is a business network, early morning starts are the norm for these people. If you expect something to go later than 10 pm. advise this on the invitation or at the start of the meeting.

All of these little details help to make it a great function. Believe me, great functions don't just happen. They are planned detail by detail.

Self Introductions

So you have started on time, introduced yourself and welcomed the group to the event. Depending on the size of the audience, self-introductions are a great way of getting networking happening immediately. During the six years that I ran twice-monthly networking dinners, our cut off point for audience self-introduction was 100 guests.

The skill is in showing people how to introduce themselves in less than 15 seconds remembering that people switch off after around 15 words. Ask people to give their name, business name and their specialty area in less than 15 seconds. For example,

Good evening. I'm Robyn Henderson, regarded as a Global Networking Specialist and I turn small companies into large companies through networking.

Without fail, you will have people who will want to waffle on and on and treat this opportunity as a two minute commercial. What these people don't realise is that the rest of the audience actually switch off because they recognise the person is abusing the privilege. People who oversell their introduction do themselves more damage than good.

What I have sometimes done with these people is interrupt them politely, mid spiel, and point out that the chef is waiting to send in our main course and unfortunately we don't have time for everyone to do a commercial, just a brief introduction will have to do tonight. You will often find that these people are non-members. They are there for the first time and you never see them again as people avoid them all night.

An alternative with a large group (more than 100) is to include as part of the program a five minute spot where each table of ten has its own introductions. This creates extremely loud noise levels but really lifts the energy in the room. At the same time encourage people to exchange business cards at their table.

What you are basically doing is giving people permission to speak to strangers. Otherwise they will sit there all night, with an ideal prospect across the table from them and never get to speak to them.

So, you have had the self-introductions and everyone knows who everyone is. What you have done is set up the perfect networking environment. It is not up to the organisers to personally introduce A to B. They can now do it themselves.

If all this seems like too much trouble you need to really ask yourself why you are running this function in the first place. If it is just to make money forget it. If you want to help to grow people's businesses this is the way to do it. It is important that people know who else is present at the function. Why? So they can make contact with them later that evening.

Networking table

A table where people are encouraged to place a small stack of their business cards is a great way for the shyer people to see who is in the room. Remember those first timers-if they have a great time tonight they will be back. If not, you have lost them and they will tell others what a lousy time they had. People can mingle around the business card or networking table and feel quite comfortable chatting.

I think this fear of talking to strangers has something to do with being told as children that we must not talk to strangers. We have to destroy this belief in the networking environment-talking to strangers is what it is all about.

Networking break

Have you ever been to a function where the organisers kept the schedule so tight that you did not even have time to visit the toilets let alone network with anyone other than the two people sitting next to you. This is a fatal mistake in function planning. The people are there to network.

Yes, if it is evening they generally want to hear an entertaining speaker with a message. If it is breakfast they are not looking for entertainment. They got up an hour early to be there-they want

content and information. At lunch they are looking for a combination of all of the above. They have to justify why they are at the lunch to their boss or to themselves. If they can pick up a few tips and exchange a few business cards then they and their boss will be satisfied.

So, it is important to schedule in an official networking break where people are encouraged to move out of their seats (and their comfort zones), exchange cards and network. Prior to the break, tell them what the break is all about, put a time limit on it and stand back to avoid the rush.

People will move all around the room. You have given them permission to speak to strangers, generate business, exchange cards and meet new people. Great stuff.

Seating

One of more obvious points about networking functions is to encourage people from the same company NOT to sit side by side with each other if they are really serious about networking. By all means have two or three sit at the same table but not seated together. Can you imagine how silly it sounds when eight out of ten people at a table all stand up and say I'm so and so from X company. . . . me too. . .me too.. .

I realise it is great to have an opportunity to socialise with some of your work mates getting to know them on a different level. However work out your seating plan and networking strategy before you get to the function. Are you there for business building or do you just want to have dinner together? If you just want to have dinner together go to a restaurant rather than a networking function.

Corporate tables

Corporate tables are a great way of gaining recognition for your company, entertaining some of your clients and generating business. Have just a few staff members at the table and introduce your guests to other people at the function they may like to do business with. Most organisers will let you place a company logo at your table if you have booked and prepaid for a full table of guests.

As an organiser you are giving your networking function guests an opportunity to be seen, get known, move ahead.

Ask for help

Don't be afraid to ask for help. People are happy to lend a hand on the registration desk, act as 'meeters and greeters' and help with the pack-up at the end. Most people are delighted to be asked and if they're not, they will soon tell you.

Networking is about sharing. It is a huge task to put together a successful function. Most guests have no idea of the back-of-room dramas that may be happening. Total honesty is the best way to handle anything unforeseen.

A number of times I have under-catered for functions. Fifty people book and prepay, sixty people arrive at the door. You do not want to turn people away, however, you realise this blow out in numbers may cause a challenge in the kitchen. Be honest at the start of the evening. Humorously thank everyone for coming, including the ten unexpected. There may be a minor delay in the meal service, I apologise for this ahead of time. Next month, we would love to receive your prepaid booking prior to the event, so as not to inconvenience you again.

Vegetarians

Can you imagine how annoying it is to attend a function where you have paid \$100 for a ticket and not be able to eat anything? One of the quickest ways to lose potential members is to forget to cater for vegetarians. As more and more people choose vegetarianism as a lifestyle choice it is important that you have a choice box on the registration form. If they don't tick the box that is their responsibility, not yours.

Give recognition to the caterers

During my years of running networking events we developed fantastic working relationships with a number of 5 star hotels we frequented. Each year we gave the regular waiting staff and the kitchen staff Christmas gifts and a certificate of appreciation for their efforts throughout the year.

We were certainly one of their smaller customers, however, the goodwill that was generated by a relatively small gesture was rewarded ten fold. Having worked in hospitality for thirteen years in the 70's and 80's, I was well aware that the workers in the kitchen generally received only dirty dishes by way of feedback. In our own small way we gave recognition to the people who constantly helped to make our events successful. No matter how great the event, if the food is lousy--that will be what is remembered.

Wins of the week / month / day

Giving people an opportunity to share their wins is another great way to increase networking opportunities as well as to build profiles. Slotting a spot on the program where you briefly give five or six people an opportunity to share their wins is a great lift to the event.

Be patient, you generally have to wait for one person to volunteer to be the first to stand up and share their win before the others will follow suit. If you have inside information on a win for someone in the room you may like to be the first to start by nominating that person.

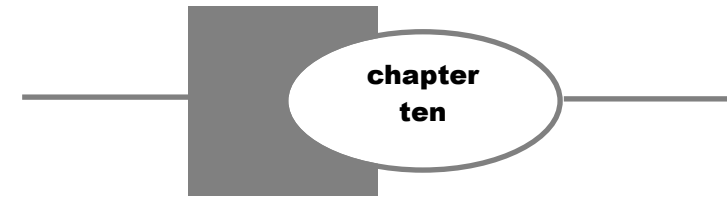
Create the mood

Don't get caught up on numbers-thinking that if it is a small group it won't work. Numbers are not what networking is about. A networking function is really about creating a positive energy in the room. One of the ways to do this is to get people talking to each other and sharing ideas. Humour is also a great release for tension and discomfort. There is generally something funny that may have happened that day, share it with the group.

It is important to use a professional MC at your event or a person who is confident, articulate, positive, not sexist and supportive of your cause or network. The more real the M.C. appears, the more people will respond, the more they will enjoy themselves.

KEY POINTS:

Plan, plan and plan. Leave nothing to chance and remember to enjoy yourself!



How to generate endless referrals

Be seen, get known, move ahead

In this chapter we will explain the importance of being remembered and being remembered positively. No point networking if you constantly create a negative impression. This is about the important step of turning business cards into business and generating a regular stream of referrals.

Why is it that out of two people who regularly attend a function, one gets known really quickly and the other barely has their name acknowledged by a handful of people? What is the missing link here?

In the networking environment those who are remembered are the people who:

- follow up when they say they will
- refer business to others regularly
- promise good, deliver great, constantly exceeding people's expectations
- connect people they meet with people they can do business with

- generously share information
- believe in the networking concept that there is plenty for everyone-plenty of business, plenty of money, plenty of opportunities, plenty of ideas. Maybe all of these are not in your possession now, but they could be one day

The people who fit all the above become SPHERES OF INFLUENCE. They are not born spheres of influence, they become spheres of influence. In the old days when companies were over-staffed one of the classic spheres of influence was the tea lady. The tea lady knew everything about everyone.

People talk to these people and freely share information. In today's busy world, the spheres of influence are not necessarily the Chief Executive Officers or Managing Directors. Spheres of influence often hold the lower ranks within an organisation.

SPHERES OF INFLUENCE are people who know a little bit about a lot of things and a lot about one or two areas. They are very generous in sharing information, remembering what is important to you and always keeping in touch. They have generally earned respect from their peers and networks and are trusted by many.

In a recent radio interview I was asked if networkers were born or made. My reply was that born networkers are natural spheres of influence and fit the above description. Other people can learn how to network by practising their skills and ultimately becoming a sphere of influence.

What an exciting world we will live in when everyone embraces this concept and freely gives information, business leads, resources, assets, the works.

Spheres of influence are the people many companies try to attract to endorse their products. Spheres of Influence always work with integrity and are rarely seen endorsing something or someone they do not believe in. So what would it take to make you a sphere of influence and build a positive profile in your company or your community?.

Let's start with a list of networking habits that will help build your profile systematically and affordably.

Profile building strategies

- Exchange a minimum of twenty five business cards a week
- Send a thank you card a day. Make sure you send some to non work related people who may have helped you in some way that week
- Attend at least one networking function every week. Be prepared to try new or different networks, preferably where there are a lot of new faces.
- Nominate for a committee position. We all know you don't have any spare time, no one does. You are the one who wants to raise your profile so become a shining light in your sea of competitors. Consider becoming involved in a specific committee that you are genuinely interested in. It may be sport, the arts, the environment, the political arena, wherever your interest lies. Maybe in the short term you just offer to help out

on the registration desk, or the meeting and greeting. Wear a name tag, introduce yourself to others, find out how you can help people. If they are seeking assistance in fund raising, who do you know who may be able to donate something? You don't have to do it for the rest of your life, who knows you may even enjoy it. More importantly you are networking with decision makers and people who are making things happen and who know other people who are making it happen in the marketplace.

- Develop a win/win relationship with your printer. It is important that your letterhead, with compliments slip, business cards reflect the image you want to create. And these also tie in with your website, home page and all electronic promotional material. If you are starting out in business and your budget is limited meet with a reliable printer who can discuss an entire range of items with you and as your business grows you can introduce more items to your promotional material. When you are out networking you will meet lots of people who may be interested in your products or services one day, but not today. So you want to have a good quality brochure or flyer that you can leave with them or send to them.

Many people make the mistake of outlaying a lot of money on a fantastic promotional package and then not using it wisely. Leaving it on the shelf because of courier or postage costs or saving it only for your definite customers is false economy. As a result no one knows what you have to offer and the brochures rapidly go out of date.

- Find a good web master who understands your business, your budget and the message you want to create. Develop a lasting relationship with this important person. Technology enables us to reach many people quickly and affordably. It is important that your website reflects your message and your image. Ask trusted friends and a stranger or two to give you honest feedback on the message your promotional material conveys. Is it congruent with the message you want to give? Are you fun loving and carefree and yet have a very conservative website? Are you giving mixed messages? It is best to ask the opinion of people who do not have a vested interest in the material.
- Remember people's birthdays. Birthdays are generally fun days, even if we don't want to grow old, our birthday is our day. Remembering clients' birthdays is a thoughtful, low cost, keep in touch idea. If you think sending birthday cards might not be appropriate for your more serious occupation, consider taking the conservatism out of some of your business practices. Christmas is for everyone, a birthday is your special day. How do you find out someone's birthday, ask them? Many businesses ask people to fill in application forms where they list their date of birth, so you already have access to this. Alternatively just ask people to tell you their birthday.

Please note, birthday, not date of birth. Some people are very guarded about their age, however, they will happily reveal their birthday. Again technology comes to the rescue with the birthday reminders. All you have to do is ask the question, when is your birthday?

- Running a Melbourne Cup Sweep for your clients is a great way of being remembered positively. The week before the race prepare a budget for the prizes and prepare the list of clients who will receive a runner in the race. Prizes may include dinner for two at a restaurant, movie tickets, wine, flowers-whatever suits your budget. On the day before the race, prepare the sweep, make a call to the client advising what horse they have drawn and the potential prize. Enjoy the Melbourne Cup Day activities and remember to follow up the next day with congratulations to the list of winners. Be warned, this is normally so well received that it may become an annual event for you.

Don't be afraid to do the things that haven't been done before in your industry. The fact they have not been done before does not mean they won't work.

- Easter is another occasion you can use to build your profile. You might give a small Easter egg to everyone who comes into your retail outlet during the Easter period. Be prepared, ideas like this are well received and usually get talked about in the community. Best to put a line - while stocks last - in case you have a huge rush.
- Retailers are always looking for something new to draw customers into their shops. One newsagent I know has Monday as his red frog day. Anyone who makes a purchase over \$3.00 gets a red frog (a little sugary sweet). He is located in a central business area and of course it is not surprising that Monday is one of his best days.
- A boutique I know does not discount clothing; however, they have a policy where anyone who purchases garments over

\$250.00 receives a complimentary pair of earrings. Spend over \$500.00 and a scarf or belt is included with the purchase.

- A restaurant within a large club gives a free lunch to anyone having a birthday (of course with documentation to prove this). Do you think many people celebrate their birthday alone? Not usually, the record is a booking for 25 people - all from one complimentary meal.

Simple ideas can positively increase your business profile. Low cost ideas designed to value your clients can achieve remarkable results.

Postcards

Some people have a general postcard that they use for all networking correspondence. Postcards work quite effectively in that you have a limited space to write your message, your company details appear at the bottom of the card, you save on envelope costs, and your message stands out from the other daily mail. The front of the card may be a photographic design, cartoon, line drawing, something related to your business.

Since relocating my business to the far north coast of New South Wales I have started a hobby taking photos of sunrises and I now have hundreds of photos of beautiful sunrises. I have had a sticker made advising of my change of address details, mentioning my hobby taking sunrise photos and saying that I would like to share this one with you. I then write a small hand written note on the sticker attached to the back of the photo. The feedback to date has been very positive. Sunrises are something that not everyone makes the effort to see. I love sharing them.

If you would like a sunrise postcard sent to you, please email me at robyn@networkingtowin.com.au and include your postal address. Yes, this is snail mail and if it was digitised I could email you the same photo. However, when you receive your own sunrise postcard -a reminder of the magnificence of nature-I know you will be pleased that I did not email it to you. It's just not the same.

Newspaper articles

International and interstate newspapers are available at all capital city airports and many five star hotels. Plus you can subscribe electronically to a daily summary of what has happened around the globe. At least once a week I buy international papers to keep me up to date with global trends. There is something about actually holding a newspaper in your hand that technology can never replace for me. I then read these papers cover to cover with the eyes of my clients. I am constantly looking for articles that may be of interest to my clients, things they may have missed or not seen at all. If I see an item of interest to a particular client I then send it to the client with a hand written noteThought this may interest you.

Perhaps they have already seen it, but more than likely they have not read it and will be impressed that you have thought about them, and not only when you want an order from them. This is the biggest mistake sales people make; contacting customers only when they want them to place an order. You can never hope to build a relationship with this attitude. Keep in touch with clients, find a reason to contact them. The result-you never ask for an order because clients ring you.

Just in case you are thinking I'm a techno-phobe-I assure you that I am not. I have a number of fantastic websites. Check them out.

www.networkingtowin.com.au

www.seachangpublishing.com.au

www.robynhenderson.com.au

My inbox bulges with over 200 emails every day, and I forward lots of emails to people who I think may be interested in them. Yet to me, nothing beats the personal touch. The fact that someone has taken the time to send something that they believe is relevant, useful or helpful to me. I am sure I am not alone on this point.

All of the above ideas help you to build the networking bridge and put another link in the networking chain. Each time we make non work related contact with another person our links grow stronger and stronger. We are constantly developing trust and earning respect. Networking is really the glue that keeps relationships together.

When do the referrals start coming?

You will start to generate a regular stream of referrals as your profile builds. You will also find that if you start giving referrals away you will start receiving referrals. Let's look again at some simple systems to ensure your referral flow is constant.

- Give away one referral every day. Become known for the number of referrals you give away. Explain clearly to the person receiving the referral that you expect them to do their personal best for this person and that you expect them to get

back to you and let you know how it goes. If these two criteria are not met you may consider finding another person who values your referrals more. Feedback is critical. You need to know if you are giving good referrals to the person or if you are confused about what that person actually does and your referral is inappropriate.

- If you refer business to someone whom you have met socially but have never done business with, mention this to the person requesting a referral. It is important to cover your good name always. Also ask that person to get back to you and let you know if the supplier met your expectations.

Businesses which rely on referrals and find their referral sources drying up wonder why. Each time you receive a referral you need to have a system in place to thank that person. Whether you acknowledge the referral by email, fax, a phone call, a bunch of flowers, bottle of wine, a magazine subscription-whatever is appropriate for the size of the referral-there needs to be a system in place.

I recently polled a group of people (100) on whether they would prefer a written or a verbal thank you for giving a referral. Ninety seven people (97%) preferred the written thank you. Written thank you notes are placed on the notice board, shown to other people and remembered.

If 99% of your business could come from referrals, would it be worth having a system in place to acknowledge these gifts? Yes, referrals are gifts. They were given to you freely. Again this is where having stationery supplies on hand to assist with these systems is very important. Add a page to your list of company

procedures outlining what happens when you receive a referral. As your business grows each staff member reads the book of procedures. This may only be half a dozen pages. Can you imagine the potential of whole companies working the one system of giving regular recognition to their customers?

- If you have no intention of using referrals don't ask for them. Some people spend all their time collecting referrals and then never follow up. Don't waste people's time-a real networking sin.
- Diarise time this week to track your last 25-250 clients-where they came from, how much dollar value you place on past and potential future business opportunities with them, and how much money was spent to get their business in the first place. If the business came from a referee or sphere of influence, did you acknowledge or thank that person and advise them of the outcome of the lead?
- Create and maintain a database of prospects and aim to add to this list every week. Keep updating information about these potential clients until you have complete contact details, a list of their interests outside of work and any of their major achievements. The more you know about someone the easier it is to communicate and network with them regularly.
- The universal law of recency states that the person who made the last contact, more often than not, is the person who gets the business. Not everyone has effective data management systems in place. So, when potential customers need a new supplier or want to re-connect with an old supplier, they often have no way of tracking where your business card is or how to connect with you. If you are regularly sending prospects and clients an ezine,

newsletter, update, new product release, or just a keep in touch article, you make it easy for people to do business with you.

- Spend money locally. Spending money in your community not only contributes to the local economy and provides employment opportunities, it is a great way of showing support to others. Sometimes you pay slightly more for certain products, however, if you want people to support your local business, look at how you can support theirs.
- Always ask the new client or prospect, How did you hear about my business? If you don't ask the question you don't know which of your marketing strategies are working for you.

What you give away comes back tenfold

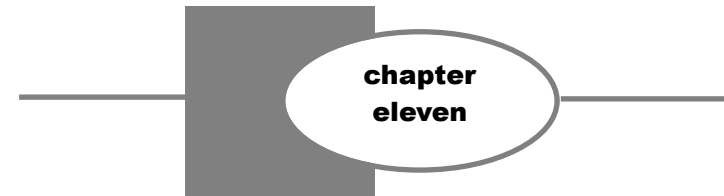
The law of reciprocity at work can give us a steady flow of leads and referrals. If you are unable to give a daily hot business lead, think about referring a restaurant, movie, name of a great supplier or share a positive customer appreciation story within your network. As this becomes a daily habit, you will find that you start to receive daily referrals from others. The interesting phenomenon with referrals is that the people you give the referrals to are always indirectly connected to the people you receive referrals from. What goes around comes around.

KEY POINTS:

Mastering the art of giving referrals takes practice.

When mastered it will ensure the growth and longevity of your business.

Notes



Checklist for effective networkers

In this chapter we will move you into the networking world quickly and effortlessly from where you are to where you want to be a year from now. Let's define what your present and future networking needs are.

Action plan - this month, this year

Monthly Action Plan

This week I need to purchase: (Tick as required)

Stationary

- | | |
|---|---|
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Everyday Cards |
| <input type="checkbox"/> Business Card Holder | <input type="checkbox"/> With Compliments slips |
| <input type="checkbox"/> - office | <input type="checkbox"/> Letterheads |
| <input type="checkbox"/> - functions | <input type="checkbox"/> Envelopes |
| <input type="checkbox"/> Thank You Cards | <input type="checkbox"/> Blank Cards |
| <input type="checkbox"/> Birthday Cards | <input type="checkbox"/> Diary |
| <input type="checkbox"/> Sympathy Cards | |

continued ...

Magazine subscriptions

Which industry magazines should I be reading?

Networking Functions

What groups should I contact and ask to be put on the mailing list?

What groups should I ask to remove my name from their mailing list?

Is my membership due for renewal?

What networking groups will I go to this month?
(recommended one per week)

Name	Date	Time
------	------	------

1.

2.

3.

4.

Have I registered and prepaid for these functions? Yes No

Have I booked to attend any functions and now am not available?
Yes No

Who could I give this invitation to?

Is there anyone I can invite to the functions I am attending?

Will I seek out sponsorship opportunities with a networking group this month?
Yes No

Yearly Action Plan

What companies would I like to do business with in the next year?

1.

2.

3.

What past customers would I like to do business with this year?

What customers can I aim to turn into clients this year?

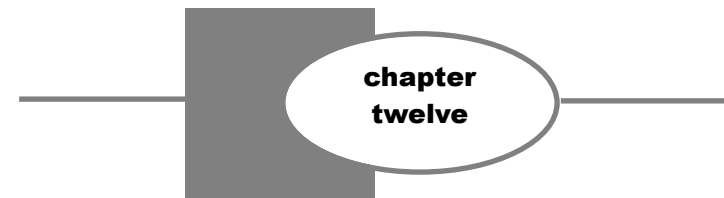
What clients can I aim to turn into advocates this year?

What can I do to get the ball rolling with the above clients?

Notes

Do my website and stationery need a revamp?	Yes	No
What image do I want to project for my company?		
Are there any competitors that I could approach regarding some joint ventures in the next 12 months?		
Do I need to reskill at all this year?	Yes	No
If yes, what skills need my attention?		
Am I scheduling weekly fifteen minute meetings with my staff to update them on the progress of the company?		
Do all my staff have business cards? Are they using them?		
How long since my staff re-ordered business cards?		
What is my main goal or target for the coming year?		
How can networking help me achieve this goal?		

In this chapter we have aimed to get you thinking about your current and future networking needs. You may choose to take this personal stock-take more often. Being organised is critical to enable you to maximise your networking time.



The future of networking

In 1995 I wrote the first Prentice Hall published edition of How to Master Networking. What a difference nine years makes in terms of technology and our communication systems. Yet the principles of networking I wrote about nine years ago are still more than relevant today. Back then I wrote about giving without hooks--now I freely define networking as a combination of the universal laws of giving without expectation, having an abundance mentality and believing that what we give comes back ten-fold.

Networking has opened international doors for me that I never dreamt possible. In 2004, I presented in Vancouver, Canada on behalf of the World Bank, to a group of business women from Iraq and Jordan. How was that remotely possible? By networking of course. A previously Australian based client and friend had moved to Washington, changed jobs, organised a conference and made contact with me. Could I speak to this group of women about networking? Of course I could. I jumped at the chance to stretch my comfort zone and expand my network. Could I have advertised for that opportunity or marketed myself to one of the decision makers? I doubt it. The opportunity was born from the foundations of trust, loyalty and friendship that were nurtured over the years of service provider/client relationship.

Much has changed globally in nine years but most remains the same. This book is dedicated to my nieces Kate and Greer-now aged 19 and 9 respectively. What does networking hold for their future? The world is changing at such a rapid rate who can accurately predict their future? One thing is certain though, whichever industry or profession they choose to work in networking will be the backbone of their employment.

Networking is a life-skill, not something that you only do during business hours. Networking groups will continue to flourish. Those that constantly keep their members involved and create business opportunities, connections and an environment of fun and those that can adapt to change the fastest will survive. Those that retain old ideas and formats will fall by the wayside.

As advanced as technology is becoming I doubt that anything will ever replace the humble business card. It may have bells, whistles and sound included in it and it may ultimately be made from material other than cardboard but your business card will always be your introduction to those wonderful future members of your personal network who you are yet to meet.

Let's wave that magic wand for the final time and envisage a world where networking is the only way that business is done locally, nationally and globally. There is no competition only co-operation. There is no unemployment and job sharing is an accepted form of employment. Cross networking with clients, competitors and customers is commonplace.

As one business grows and prospers it triggers a chain reaction with all the other businesses it is associated with. Down the line another business prospers, and another and another..... until every business is operating to its absolute capacity.

Employees and employers alike are happy and healthy, daily receiving recognition for jobs well done. Prosperity is everywhere as all contracts are negotiated win/win. There are no losers only winners.

This is the global network of the future. How long before this becomes reality? That's really up to us. If everyone who reads this book shares it with another and another and another-before long this global network will be our reality.

And as master networkers we will ultimately become the light for those who are living in darkness.

Happy Networking.



This book would not have been possible without outstanding help and encouragement from my support network - the engine that keeps everything in my life chugging along. This network includes:

- Brooke Craig, my personal assistant for her ongoing support and encouragement and the uncanny knack of being able to read my mind when I am hundreds of miles away having left an undecipherable note for her.
- Karen Curran who has designed many book covers for me including this dynamic one,
- Barbara Dobinson, who edited the many pages within this book,
- Toni Esser, my typesetter extraordinaire,
- Graham Wheatley from Watson Ferguson & Co. for all his professional and technical advice with the book
- Michael Franks for his legal advice and attention to detail
- Karen Glover from the Australian Institute of Management - Qld. and NT for initially suggesting the revision of the original *How to Master Networking*
- Plus all my clients, networks, readers and audiences for indirectly giving me the content for this book

Good leaders surround themselves with people who are better than they are and that is exactly what I have done with the above team. I thank them for working quickly to meet my deadlines and creating my wonderful book.



YOU ARE A STAR!! What a fabulous presentation. The only problem was our time constraints - we could have taken hours more of your time. The content was great, your delivery engaging and the results are already coming in. We hope we can see you again in the near future.

*Managing Director
Richmond Asset Management
Hong Kong*

Sincere thanks on behalf of the BNZ Private Bank team for your motivating and inspiring presentation which helped make our conference such a success. We have had positive feedback - all enjoyed your presentation style. Many delegates have more confidence in developing their networking skills and individual networks, while the skills and strategies you presented have enabled them to achieve greater success. We look forward to working with you again.

*Head of Private Banking & Financial Planning
Bank of New Zealand
Auckland, New Zealand*

I write to extend our appreciation for your appearance at the Awards Dinner. Many guests commented on your inspirational message and the sincerity of your presentation.

*General Manager, Marketing & Resource Development
Lifeline, Macarthur, NSW*



With so many books to choose from in bookstores & libraries thought I would recommend some books that I have found. interesting, informative and inspiring.

Dig Your Well Before You're Thirsty by Harvey Mackay
ISBN: 0385485468

Networking for Success EBOOK: by Robyn Henderson
<http://www.networkingtowin.com.au>

You are the VIP in Your Life? EBOOK: by Robyn Henderson
<http://www.networkingtowin.com.au>

Be Seen, Get Known Move Ahead: by Robyn Henderson & Marg McAlister
ISBN 0-958733-0-3

365 Marketing Ideas For The Hospitality Industry by Max and Ernest Hitchins
<http://www.hitchins.com.au>

Networking For Everyone - L. Michelle Tullier. PhD
ISBN 1-56370-440-4

52 Ways to Re-connect, Follow Up and Stay in Touch: by Anne Baber. & Lynne Wayman
ISBN 0-8403-9224-9

Great Connections by Anne Baber & Lynne Wayman
ISBN 0-942710-81-9

Networking Success by Anne Boe
ISBN 0-9641082

The Creative Communicator by Marea Stenmark
ISBN 0 732250374

Beyond Yes by Peter Fritz &- Allan Parker & Sherry Stumm
ISBN 0 7322 5924 X

Business by Referral by Ivan R Misoer Ph.D. & Robert Davis
ISBN 9-885167-28-8

How to Motivate, Manage and Market Yourself: By Lisa McInnes-Smith & Daniel Johnson & Winston Marsh
ISBN 0 958 8604 6 7

Shift Your But by Ann Andrews
ISBN 0-9583675-5-8

Catch Your Own Star by Wendy Rowell
ISBN 0 646 14695 5

Switch On Your Brain by Allan Parker & Margaret Stuart
ISBN 086806 615 X

Get Faxed by Andrew Matthews
ISBN 0-646 23464-1

How to be a Conversational Success by Laurie Smale
ISBN 0 646 23697 0

Power Networking by Donna Fisher & Sandy Vilas
ISBN 0-9627825-0-5

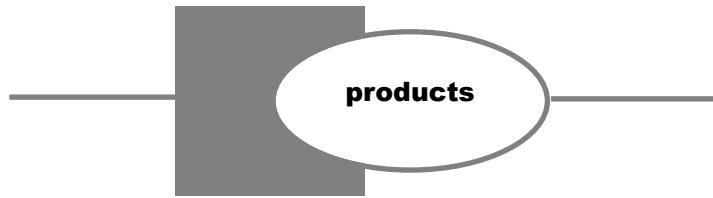
Networking: With The Affluent by Dr. Thomas J. Stanley
ISBN 1 55623-891 6,

The Power of One to One by Ian Kennedy & Bryce Courtenay
ISBN 1 885574- 30 1

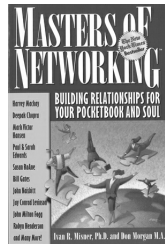
Clicking by Faith Popcorn &- Lys Marigold
ISBN 0 72253028 5

Masters of Networking by Ivan R. Misna, Ph D and Don Morgan M.A.
ISBN 0-9587335-2-X

If you are unable to locate any of these books please contact me and I will arrange supply for you.



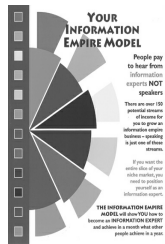
Products by Robyn Henderson available at www.networkingtowin.com.au



Building relationships for your pocketbook and soul - featuring Bill Gates, Deepak Chopra, Collin Powell, John Naisbitt and Robyn Henderson (to name a few of the authors). What is the difference about master networkers, how are their lives different? What actions lead them to greater success than the rest of us? All your networking questions answered.



This book has been written for any woman who experiences any or all of these symptoms: constantly runs out of time to get through the to do list, often feels guilty saying no & struggles making decisions, is constantly overwhelmed with being overcommitted, has no time for herself, who feels like she is on a non stop merry-go-round.



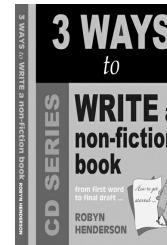
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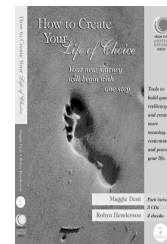
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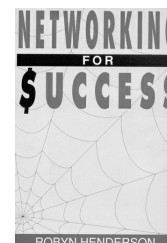


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To book Robyn Henderson for a keynote presentation, half or full day workshop nationally or internationally, please contact:

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Entrepreneur and innovator, Robyn Henderson in 2004, founded Sea Change Publishing. As a Global Networking Specialist, Robyn had built a successful career throughout 10 countries speaking and writing about her passion - networking. At the same time, Robyn had successfully self-published six of her seven books on business networking, self promotion and self esteem building, as well as creating a successful e-business.

Travelling the world, Robyn met many interesting people and encouraged all of them to share their stories either through books, articles, ebooks or film. She realised that just the thought of writing a book overwhelmed many of these fascinating people - yet she knew their stories had to be told.

And as Robyn prides herself on being a solution provider for her many clients, she started running her popular 3 ways to write non-fiction book workshops throughout Australia and New Zealand.

These workshops, were quickly followed by a CD series, telecoaching, one on one coaching, brainstorming and creativity clusters, writers retreats and a total project management of books from concept to completion. Realising there was major interest in all of these areas, Sea Change Publishing was launched. In 2003, Robyn experienced her own sea change when she relocated her business from Sydney to the far north coast of NSW, close to the Qld. border. Hence the name was a natural progression. And the by line - making the impossible, possible - is giving people courage to do what they see to be impossible.

Using her master networking skills, Robyn has been able to bring together a stable of experts to assist with every facet of book production: Ghost writers, editors, typesetters, graphic designers, literary stylists, proofreaders, printers, book marketing experts, public relations consultants and event managers.

Plus she has launched a book writing graduates network, which provides support and encouragement to fellow authors.

She has also formed a dream team of innovative thinkers, who are available to brainstorm ideas on book concepts, content viability, target markets and potential global markets for budding authors - unsure of the writing potential.

Robyn encourages her workshop graduates to think "series" rather than just one book. Often authors think they have to put everything they know into one book. This sometimes results in a book with a little bit about a lot of things rather than focussing on one or two areas and covering them well. She encourages authors to consider writing more than one book and once the original book is written to then write books for niche areas e.g. a book on leadership, could be niched to leadership for bankers, leadership for real estate principals, small business owners etc. .

CRACKING THE BOOK DISTRIBUTION CODE:

Robyn has also set up a number of alternate book distribution streams other than the traditional bookshops. She believes, not only will this reduce the retail cost of books, but will also give self published authors greater access to the marketplace, not to mention giving readers a wider choice of material.

Robyn firmly believes that Sea Change Publishing will bring together all the skills that Robyn has learned over the past 50 years. She truly believes in making the impossible, possible.

For information about SEA CHANGE PUBLISHING, please visit

www.seachangepublishing.com.au

or email:

robyn@seachangepublishing.com.au


 index
A

abundance mentality 14
 action plan 123
 monthly 123
 yearly 125
 advocate 21, 25
 asking for help 80-81, 106
 Australian Institute of Management
 66, 144

B

B.N.I. Business Network
 International 66
 birthday cards 59, 113
 body language 95
 budget 69, 112
 business cards 33-46, 60, 69
 bi lingual cards 36
 blank cards 40
 card holder 71
 checklist 35
 exchanging 39, 41, 79
 multiple cards 37
 size 38
 suggestions 36

C

christmas cards 54, 60
 cold calling 64

committee position 111
 competition 56
 conversation starters 71
 customer ladder of loyalty 22

D

daily planning sheet 58

E

easter 114
 emails 44
 entrance 78
 exit 78
 eye contact 73

F

fear 69
 first timer 71, 72, 77
 follow up 78

forgetting names 75

G

giving without expectation 13, 16
 great service 60

H

hand written notes 44

I

income building 48, 49
 income generating 48

J

joining a networking group 70, 94

K

k.i.s.s system 53

L

law of reciprocity 13, 77, 120
 listening 72
 lucky door prize 76, 101

M

melbourne cup sweep 114

N

nervous networkers 63, 67, 72-74
 networking kit 71
 networking events 67

 corporate tables 106

 create the mood 108

 don'ts 93-97

 do's 67-79

 dress code 68, 70

 golden rules 72, 85-91, 96

 introductions 68, 77, 95

 logistics 67

 mobile phone etiquette 93

 name tag 68, 70, 100

 networking break 104

 networking table 104

 prepay 67, 79

 punctuality 102

 recognition to caterers 107

 Seating 105

 smoking 76, 93

 tips for attending 67-79

 vegetarians 107

 wins 108

networking ladder of loyalty 21, 22

networking quiz 10

newsletters 54

newspapers 54, 61, 116
 articles 116

O

organisation 57, 123

P

poor networking 28-30, 79

postcards 115

preparation 67

profile building 111-117

promotional material 112, 113

R

referrals 117-119

ROI-Return on Investment 65

Rotary International 66

S

sea change publishing 140

self introductions 102-103

self networking tracker 50, 51

shy networkers 63, 67

 see nervous networkers also

spheres of influence 110

stationery 52, 61

SWAP - Sales People With A
 Purpose 66

T

technology 130

thank you notes 54, 60, 61 78, 111

time management 47, 59



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