

“The Ten Commandments of Networking”



Presented by Mark McGregor
Keynote speaker & corporate trainer

The Importance of Networking- Why Network?

**You want to become a trusted and a respected partner
in your community and profession**

"The glory of friendship is not the outstretched hand, nor the kindly smile, nor the joy of companionship; it is the spiritual inspiration that comes to one when he discovers that someone else believes in him and is willing to trust him with his friendship."

***Ralph Waldo Emerson
{ 1803-1882 American Poet & Essayist }**

The Importance of Networking- Why Network?

It is fun and profitable

It informs your clients and competition that you are available

You can not be everything to everyone

Mentoring other business or association members is important to you and your organization

Your value increases to your customers and other contacts



Who Can We Network With?

One person at a time

Make your “Circle of Professionals”

Be selective however not judgmental

Media

Future decision makers and people of influence

People that make us happy



Where Can We Network?

Association meetings

Networking groups such as the Chamber of Commerce

Conferences, conventions and trade shows

Community organizations such as Toastmasters

Committee participation for charities and organizations



How to Network Effectively- Tips

Develop your networking plan- prepare

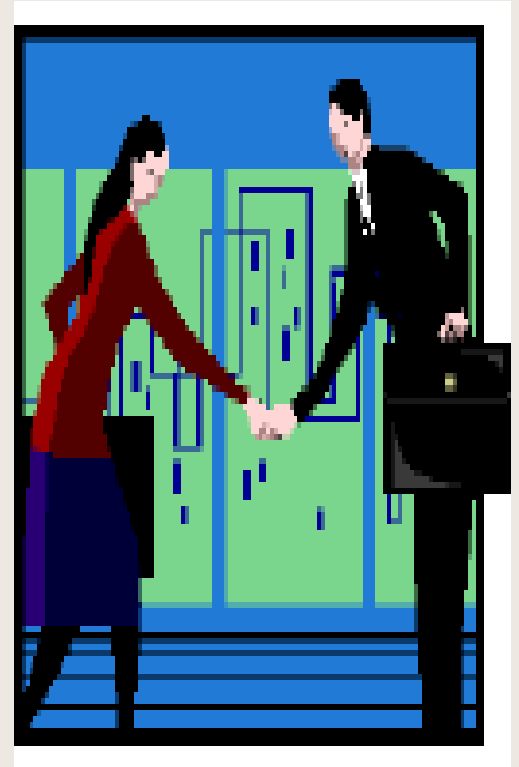
Participate

Referrals are gifts

The three best places to park yourself

Follow up on your contacts

Practice



Memorable Greet-n-Meet Strategies

Do your homework

Business handshakes

What you see is what you get

Nametag smarts

You are the host

What's my line?



What's My Line?

It is an info-commercial

You can make it into a jingle or a rhyme

Avoid a long list of “alphabet soup”

Make it shorter than fifteen seconds

State a benefit not a feature



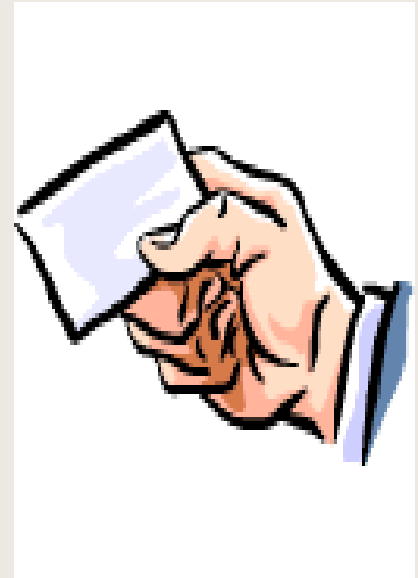
Business Card Tips and Myths

Never leave home without them!

Avoid becoming “Network Roadrunner”

It is only just a business card

Mark’s Five Business Card Strategy

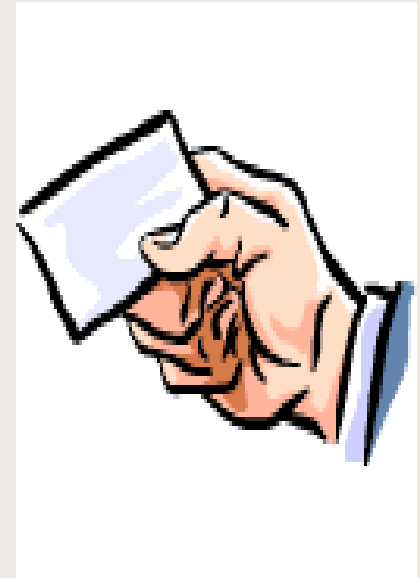


Mark's Five Business Card Strategy

Your first card is for admission or door prize

Next three cards are for your new three contacts

Your fifth card acts as a spare



Starting and Continuing Network Conversations

Why are you talking?

Avoid closed ended questions

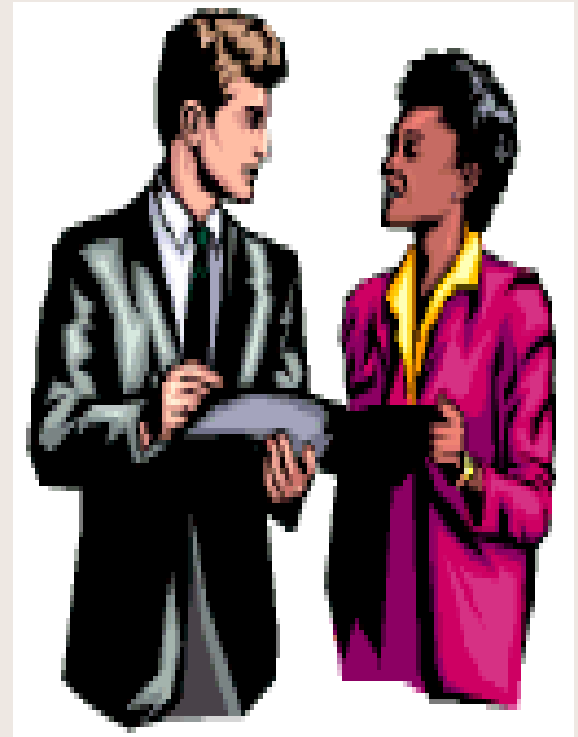
Use open ended questions

People will talk about...

Avoid talking about...

Storytelling is for big kids too!

Do not interrupt a conversation



What To Do With New Networking Relationships

Under promise and over-deliver what you offer

Develop a system to save and retrieve contact information

Build on your relationships

Weed out the garden periodically



Summary- The Ten Commandments of Networking

- 1/ Thou shalt drop the “what’s in it for me?” attitude
- 2/ Thou shalt listen
- 3/ Thou shalt build a relationship
- 4/ Thou shalt give the first referral
- 5/ Thou shalt be specific of the type of referral

Summary- The Ten Commandments of Networking

- 6/ Thou shalt not tell others of the referral I require, thou shalt “show them” with a story. People remember stories
- 7/ Thou shalt reciprocate with my contacts when appropriate
- 8/ Thou shalt fully participate in networking functions and networking time
- 9/ Thou shalt thank the person who gave a referral
- 10/ Thou shalt follow up on the referral within 24 hours

“The Ten Commandments of Networking”



Thank you!

You are welcome to contact Mark for:

- **Corporate presentations and individual coaching**
- **Teleseminars**
- **Training materials including CDs and Special Reports**