

A REVIEW OF  
**EFFECTIVE  
NETWORKING**

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# What is “Networking”

- Widely and casually used term.
- Process of getting to know others and know about them.
- But it is much more:
  - Know, Like and Trust others.
  - Recommend products and services.
  - ***Reputations*** are on the line.

# Networking takes place everywhere

- Chamber Events
- Network Franchises
  - BNI
- Regional groups
  - LBN
  - Sunrise
  - Motor City
- Industry functions
  - MBBA
- Alumni clubs
- Hobby clubs
- Church
- Shopping trips
- Backyards
- In person
- Over the phone
- In e-mails
- In letters

# But Networking does not take place

- In email blasts.
- In social media posts.
- In “drip” marketing campaigns.
- In order to create ***“Know, Like and Trust”*** the connection must be a two-way connection.



# Very time and cost effective if:

- Used in specific situations (personal services, regional products or specialized products – not BIC pens).
- Planned and executed to plan, organized and maintained.
- Not manipulative, honest and open.

# What are the basics

Remember we are trying to get to

***Know, Like and Trust***

so the other person will “lend” us their **reputation!!**

- Help other people. Provide value.
- Understand their needs before talking about yours.
- Be ***interested***; not ***interesting***.
- Don't expect anything in return.



# Still basics

- Strong network with “a few good ~~men~~ people”.
- Grow and nurture your current network.
- Go beyond your own industry (no one is irrelevant).
- Asking questions is better than telling stories.
- Expect that this will take real work and time.
- Remember we are talking face to face (would you send a form letter to you mother?).

# Plan your Networking

- Join the right group – research!
- Know the group culture.
- Understand the culture of those you will see.
- Before you go:
  - Who do you want to see? List.
  - Set a goal for number of contacts to develop further.
- Not a contest to collect business cards (but never throw one away).



# Tips for the rubber chicken circuit

- Go early, stay late.
- Help the host, ask for introductions.
- Greet others, work the room, singles.
- Look at others, really listen, eye contact.
- Tell the truth.
- Have a sense of humor but don't tell bad jokes.
- Watch your language, be physically neutral.
- Work with a wingman, and/or introduce others.
- If possible, take notes.

# More chicken

- Don't drink too much or eat all the time.
- Don't use your elevator speech too soon or often.
- Don't sell or push your stuff.
- Don't stay with those you know.
- Don't stay in one conversation too long.
  
- Be yourself, have fun!

# After the dance is over

- Debrief –
  - Document and file business cards – stick on label.
  - Notes on significant contacts.
  - Create follow up action plan.
- Follow up – personal, relevant, of value.
- If right, send notes, emails, articles.
- Second meetings – where it really begins.
- Keep your network documented and handy.

# When you finally get asked

- Always ask permission but ask for what you want.
- Be specific on time and money needed.
- Try always to acknowledge a act of help.
- Don't take "no" personally. (may only be no "for now")

# Final words

- The goal has to be to help others.
  - If not, they will feel your false front.
- Expect little.
- Continue to refer, refer, refer.
  - High quality.
  - Vetted.
  - Contacted in advance for permission.
- Work to be ***known, liked and trusted.***



# The Business Coaching

- Networking is part of the coaching “curricula”.
- Seven Business Effectiveness areas – Strategic Direction, Marketing, Sales, Customer Service, Financial Management, Business Systems, Leadership.
- If required some work in personal effectiveness especially work-life balance.
- Client driven, organized approach, moving forward in small steps, accountable.

“A vision without action is just a dream: an action without vision just passes time; a vision with an action changes the world.”

-- Nelson Mandela --



# The Coaching Process

- Individual
  - Meet two to four times per month, 1 to 1.5 hours.
  - 2 to 3 hours of “homework”.
  - Unlimited access to the coach.
  - Assume in access of a year engagement no long term contact, commitment is monthly.
- Group
  - 4 to 6 in “mastermind” format.
  - Difficult to start and maintain.
  - Safe place to start.



# Who is this guy talking??

- BME and MBA.
- Twenty years as product engineer and engineering manager at General Motors.
- Owner, CEO, COO, of several businesses that operated in Michigan, California and Mexico doing assembly, machining and distribution for 13 years.
- Business Broker in Michigan and Florida since 2003.
- Licensed Business Coach since 2010.
- Three daughters all out of the area, three grandchildren.
- Same wife and same Rochester Hills house for 30+ years.
- Reluctant golfer.

