

Networking



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What People Who Need to Know
Need to Know

What is Networking?

- Talking to other people
- Exchanging information
- Establishing relationships
- Helping others to find what they need

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- Networking is not about asking for work, selling something or promoting yourself as better than the competition

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- *It is about building relationships*

Why do People Network?

- Most common – to find a job
- Get information
- Make contacts
- Make connections
- Get referrals
- Get introductions


How to Open a Conversation, or “How about them Flames, eh?”

- Begin with a comment on the occasion that brings you both together
- Offer some type of information about yourself © Pitsel & Associates
- Use the other person’s name right away
- Follow that up with a question about that person’s area of expertise, speciality or interest

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- Use the FACE approach.

FACE stands for

- Family,
- Achievements,
- Career, and
- Entertainment

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- Know what your goal is ahead of time
 - Ask for the person's opinion on something – but NOT free business advice
 - Talk for about 3 minutes to see if there is any connection
 - Disengage gracefully

The 10 Second Unforgettable Introduction

- Remember the Rule of 7's
 - 7 seconds to make a first impression
 - 14 seconds to create sufficient interest
 - 21 seconds to tell your story
- Sound confident
 - Avoid diminishers, such as “try”, as in “I try to help people find information”

The Non-Verbal Message

- Smile and maintain eye contact – focus on the face and not erogenous zones
- Dress appropriately for the occasion – minimum wrinkles
- Shoes shined
- Easy on perfume, after-shave
- Look at the person you are speaking with

The Do's

- If 3 or more people are in a group, it's ok to join them; if group is a pair and standing close together, joining them is considered an interruption
- If someone wants to join a group you are in, move outward a little to invite them in and introduce yourself first

The Do's

- Shake hands (remain upright – don't bow!)
- Maintain a 2-3 feet distance
- In general, people prefer a greater distance between themselves and those of a different race than they do with those of the same race.

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The Do's

- Keep your hands away from your face when speaking
- Up the volume when speaking in a noisy environment where many conversations are going on
- When speaking with someone, point your feet toward that person and note where their feed point

The Do's

- Keep your hands in front of you. Don't have more than one hand occupied
- Be aware of any “nervous tics” that you have – jiggling foot or leg, drumming fingers, pulling hair

The Don'ts

- Don't begin by discussing business – or yourself
- On the golf course, don't discuss business until after the 5th hole
- Don't hang around the food tray or desert table
- Don't pile up a little tiny plate with 8 layers of sandwiches and chicken wings

The Don'ts

- Don't tells jokes that are racist, off-colour or sexist
- Don't criticize anything or anyone! Period!
- Don't leave your cell phone on
- Don't break off a conversation by announcing that there's someone arrived that you must see!

The Don'ts

- Don't lecture people or tell them how to run their business
- Don't monopolize the conversation, especially with self-congratulatory stories of your many accomplishments
- Don't turn the conversation into a competition. This is not a best out of three falls event.

The Don'ts


- Don't change the topic when you join a group, even if you don't think you can add anything to the conversation

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- Don't hang around a networking event with people that you already know

Follow-Up

- Always ask the other person for a business card
- Follow-up with something appropriate – a newspaper article that covers your discussion, for example
- Don't promise things that you are not willing or able to follow-up on – no “Let's do lunch” unless you are willing to do it!

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- Manage contacts after you make them. Keep track of what you send to them, future contacts you have with them, etc.

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- If someone you meet volunteers to introduce you to someone else, be sure you follow up on that introduction.

The Barriers

- “I don’t like networking because I’m no good at it. I feel awkward and never know what to say.”


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- “I think networking is manipulative – you’re trying to build a personal relationship with someone just to get business”

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- “I never know what to talk about with strangers”
 - “I hate people trying to sell me something I don’t want or need, and I don’t want to be that type of person”
 - “I resent having to do business at a social function”

Networking for the Terminally Shy

- Introverts can be terrific salespeople because they tend to be great listeners
- Introverts are not in a conversation to compete © Pitsel & Associates
- Introverts are more successful when they enter a conversation with a clear goal in mind – you want to listen to see if you can help a person with a contact

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- Introverts tend to have less eye contact than extroverts – so, look at the forehead rather than into the eyes to decrease discomfort
 - Practice striking up a conversation in a small, safe environment (e.g. say “Good morning” and smile at a service person)

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- Do phone networking when your energy level is high rather than low.
 - Develop a script for the telephone and stick to it. © Pitsel & Associates
 - Take time by yourself to re-charge
 - Volunteer for something – don't wait to be asked. Extraverted, social people need your administrative talents

Networking Styles

- There is no one best way for everyone to network. Each style has strengths (and limitations). Networking is most effective if you begin with your own strengths and preferred style



TASK focused, Cool

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Indirect

Direct

PEOPLE focused, Warm

Cool, Task focused

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Focus – Get it done

Psychological need: Control

Director

Direct

Networking for the Director Style

- Ask for referrals from current satisfied clients
- Volunteer to coach or manage a kid's sports' team and talk to their parents
- Get involved in a political campaign
- Go to conventions or meetings involving your clients' groups



Direct

Focus: Get attention

Psychological need:

Recognition

Influencer

PEOPLE Focused, Warm

Networking for the Influencing Style

- Ask for referrals from current, satisfied clients
- Attend social events and match people up with what they are looking for
- Get involved in a political campaign; run for office
- Make a presentation at a convention or meeting of different professions,



Indirect

Focus: Get along
Psychological need:
Acceptance

Steady

PEOPLE focused,
warm

Networking for the Steady Style

- Write letters of congratulations to people who have appeared in the media for their contributions
- Help out as a volunteer on a Board
- Get involved in a political campaign
- Help out as a volunteer in your community association

Cool, TASK focused

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Conscientious

**Psychological need:
Perfection**

Focus: Get it right


Indirect


Networking for the Conscientious Style

- Write an article for a community newsletter or trade publication
- Forward articles of interest to people whom you have met
- Get involved in a political campaign
- Get involved in the financial side of community/volunteer fundraising

Additional Tips

- Any place provides the potential to network – hockey games, in grocery lines, at the vet's office
- If you don't ask, you don't get – don't be afraid to ask for an introduction, a referral – the worst the person can say is “no”
- Givers get – always do something for other people first and they will want to return the favour

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- Ask a person if you may use their name when you contact as referral or contact they have given you, and always start the conversation with “Bill Smith suggested that I give you a call about”
 - Send a thank you note after – even if it’s electronic.

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- Try a “soft approach” in the ask, such as “Who else do you think I should be talking with?” as opposed to “Give me the names of 3 people I can call”
 - Phone the person back and let them know the results of her referral