



The Top 5 Ways to be Remembered and Referred

How to land the job or grow your career

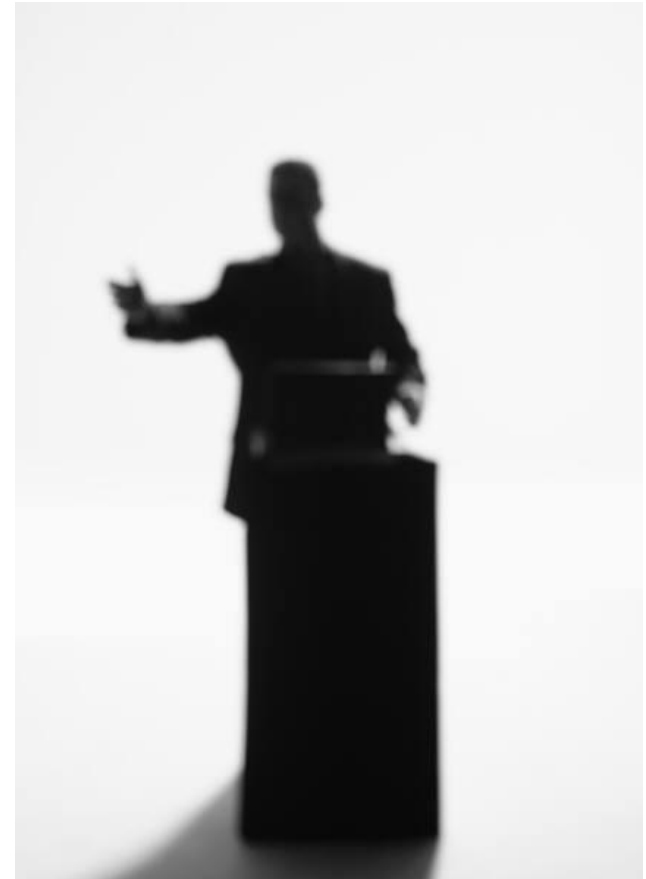
An ExecuNet Coffee Break

Presented by Michael Goldberg



Top 10 Worst Human Fears (in the U.S.)

1. **Public Speaking**
2. Heights
3. Insects and Bugs
4. Financial Problems
5. Deep Water
6. Sickness
7. Death
8. Flying
9. Loneliness
10. Dogs





What is Networking?

- Proactive approach to meeting quality people with the prospect of learning from and helping them.
- You **MUST** have a focused communication strategy and a targeted network for your networking efforts to be effective – especially in the beginning.



Networking versus Selling

Marketing

- Cold Calling
- Direct Mail
- Advertising
- Public Relations
- Branding
- Email
- Website Campaigns
- Seminars
- Networking

Selling

- Qualify
- Make Appointment
- Promote Your *Stuff*
- Ask for the Sale
- Always Be Closing (ABC)



Two Types of Networking

Serendipitous – Meeting with somebody important to you by accident.

Strategic – Meeting with somebody important to you on purpose.



Effectively Ask for What You Want



- Networking – 2 Components
- So...what do you want?
- Who needs to know? (chickens / eggs)
- You and your elevator pitch (PEEC of mind)

PEEC of Mind (Elevator Pitch)

Profession – who you are and how you help?

Expertise – what you know.

Environments – your niche or target market.

Call to Action – what you want.





Easily Follow Up on Leads



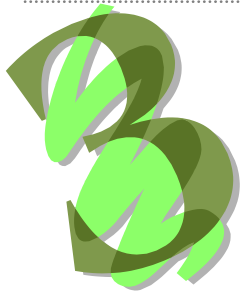
- You have to have a good reason
- It all starts when you're face to face
- Ask for their business card
- You must be the one!
- 24 hours
- Follow through on all promises



How to Follow-Up

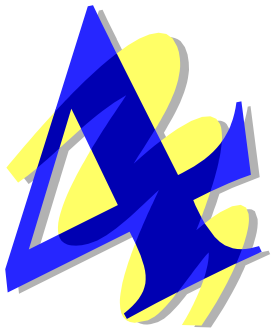
- Email
- Phone
- Thank you cards
- Send Out Cards
- Postcards
- Letters
- Gifts

It is important to know what the purpose of your follow-up is. Having this in mind before you write or phone is key to potentially moving the relationship forward.



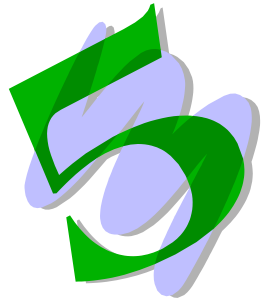
Target Where Your Sources Gather

- Hard contact networking groups
- Soft contact networking groups
- Professional associations
- Speed networking events
- Community service groups
- Online / Social media



Thank Your Contacts in a Memorable Way

- Cards
- Gifts
- Collaboration
- Referrals
- Provide ongoing resources
- Offer to reciprocate



Refer and Connect Others to your Network



- First, you must be great!
- Give without expecting in return
- Focus on quality not quantity
- OOSIOOM
- Spend more time playing Wii
- Have a process – The Book of Lists



Your Networking Plan of Action

So...what are your next steps?





“Everyone has a plan, until they get hit in the mouth.”

-Mike Tyson



Questions? Comments? Emotional outbursts?

Want more? Get your copy of my Special Report

***Top 10 Secrets to Getting More Referrals
... And More Business***

by signing up for my free newsletter and blog at
www.BuildingBlocksConsulting.com

