



*Making The Connection Work
For You*



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Connections

- Making new connections through networking
- Maximizing your current network
- Questions to ask yourself

Networking

- What is your definition?
- What do you expect?
- How many times per week are you networking?

Making the Connection

- Networking – developing a higher level of commonality and likeability with others.
- Initiate a “connection” by expressing personal interest: Where you are from? What is your favorite movie? What do you like to do in your personal time?
- In today’s economy you should be going to at least two networking events per week.

Where to Go?

- Pick the audience not the topic. Attend events where the audience can help you and your business
- If you are a member of an association, go to all their meetings and events.
- Ask your clients what networking events they go to.
- www.meetup.com

What to say?

- What is your elevator speech?
- Developing an elevator speech
 - How does what you offer benefit the other person/audience?
 - KISS
 - Use humor
 - Practice, Practice – Do not write it down
 - Use a prop

Break Out Session

- Develop your own personal elevator speech

Other Networking Helpful Tips

- Develop a Network
- Use resources like newspapers, chamber of commerce, trade associations
- Do you need a leads group or networking group?
- Statistics prove woman are the best networkers – follow them.
- Make the effort for the connection even if you do not think the person can help you.
- Follow up after the event.
- FEAR

Now that you have made the connection, how do you drive results and revenue?

Know Your Network

- Know what you expect from them
 - Center of Influence (COI)
 - Client
 - Resource
 - Support – networking buddies

Cultivate Your Relationships

- Cultivate the relationship
 - Extend invites
 - Share intellectual capital and industry information
 - Refer business and leads
 - Remember special dates with a note or call
 - Be a good listener
 - Show interest in them personally
 - Take time to develop trust (no one does business with someone they don't like and/or trust)

Build a Network of COI's

- Centers of Influence will sell you over and over again to new clients
- Be selective – who influences your target client (attorney, accountant, procurement officers, C-suite, etc.)
- Be attentive to them and the clients they send your way

Clients Are a Great Referral Source

- Your clients should be considered part of your network.
- Send business referrals their way
- Ask them for referrals
- Stay current on their industry issues and send them articles of interest

Resources...Your Secret Weapon

- They may never send business your way but will help you win clients with:
 - Intellectual capital
 - Technical support
 - Industry information & expertise
 - Respected reputation

Supporters...Networking Buddies

- This is your golden circle
 - Diverse group
 - Trusted and of like standards
 - Provide cross referrals
 - Cover your back
 - Bring new ideas
 - Make new connections for you

Make Your Network Work For You

- Don't be shy
- Connect first...sell later
- Be sincere and genuine
 - Be sure your network knows what you do and who your target client is
 - Confidently ask for business
 - “Ask not what your network can do for you, but what you can do for your network”...it will come back to you ten-fold.

Suggested Activities

- Become active in a professional organization that attracts your target audience
- Lead a fundraiser
- Serve on Committees and Boards (CREW)
- Secure public speaking opportunities (CREW)
- Contribute articles to industry or trade journals, newspapers, magazines

Suggested Reading

- CREW website
- “Clients for Life” by Jadish Sheth and Andrew Sobel
- “A Whole New Mind” by Daniel Pink
- “Elevating Your Elevator Speech” by Dave Sherman
- “50 Top Tips – A Simple Guide To Networking Success” Dave Sherman
- *Baltimore Business Journal*
- *The Daily Record*
- *The Wall Street Journal*