

NETWORKING 101

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Handout 1

The end, at the beginning

1. Know what _____
2. Have a _____
3. Contacts: have a _____
4. Follow-up
5. Maximize your use of _____

Networking is hard. Or is it?

Networking types, kinds, methods, strategies
Networking means a lot of different things!

KNOW WHAT YOU ARE LOOKING FOR

GREAT Elevator Pitch. ONE LINE

Networking 101:

1. Know _____
2. Know _____
3. Know _____
4. Then what?

Who:

- Target company. Or, _____ at target company
- Target _____ or _____
- A _____

EVERY network connection is a potentially valuable connection

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Handout 2

How:

- LinkedIn. Advantages: _____ and _____
- Advanced Search – company name, _____
- Filter by city
- Bonus: Something in common
- Google Maps

Script:

- Be ready for live or voice mail
- Intro, how connected, what you want
- Promise to keep it short
- Be clear; repeat how to contact
- Say thank you

Persistence

- Expect to get _____
- Prepare for it. Use it
- Repeat ever 3-4 business days
- Consistent, never complain

Connecting

- Remind of the common connection
- Keep it short
- Let them talk
- Once you've established trust & safety, ask about _____

Follow-up!

- Thank you
- Future follow-up
- LinkedIn connect

Systems:

- Never lose a contact's info
- Use a great tool. Pick one!

Don't stop