

NETWORKING 101

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Handout 1

The end, at the beginning

1. Know what you want (are looking for)
2. Have a process
3. Contacts: have a system
4. Follow-up
5. Maximize your use of LinkedIn

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 who
2. Know how
3. Know what to say (script)
4. Then what?

Who:

- Target company. Or, formerly at target company
- Target industry or group (association)
- A connector

EVERY network connection is a potentially valuable connection

NETWORKING 101

Handout 2

How:

- LinkedIn. Advantages: big network and groups
- Advanced Search – company name, past, not current
- 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 voice mail
- 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 current company

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