

# Networking 101 Sumner CTG

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<http://TonyDye.net>

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## HANDOUT NOTES

- Does everyone have a handout?
- More, and possible updates, at <http://TonyDye.net>



## The big take-aways

1. Know what you're looking for
2. Have a process for networking
3. Every connection is valuable
4. Have a system for managing contacts
5. Follow-up
6. Maximize your use of LinkedIn



## Quick Review of Some Basics



*Everybody* knows that networking is a necessary evil, right?

**Background:**

- How many times have you heard that you need to network?
- And that it's hard to do?
- It doesn't have to be
- Have a plan!



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## Poor Joke, for a good reason

- There are only three types of people in the world – those who can count and those who can't
- I may be in the latter category



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## How many types of networking?

### **Just Two:**

- With friends & family, who help you clarify
- With new contacts, who help you get closer to your next job

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## How many types of networking?

### **Actually, three:**

- Face-to-face
- Phone\*
- Electronic

\* Where does Skype, Face-Time, etc. fit?

# 3

Was that a trick question?



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## How many types of networking?

### What about these three?:

- One-to-one
- Groups
- Virtual (single or groups)

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## Most networking

### Who

- Friends
- New Contacts

### How

- Face-to-Face
- Phone
- Electronic

### Where/Method

- One-to-One
- Groups
- Virtual

Potentially **EIGHTEEN** different situations!



## What if you NEVER meet face to face?



Is it still networking?



(February 9)



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## Ben Stein

"The first step to getting the things you want out of life is this: Decide what you want."



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## Enough Background Let's Get Practical

The most important thing:

**Know What You Are Looking For**

If you *don't* know what you're looking for,  
then the most important thing:

**Find Out What You Are Looking For**



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## What You Are Looking For

- Career Coach vs. Job Search Coach
- If you don't know what you're looking for
  - Find out
  - Friends & Family
  - NOT new contacts! Don't meet with new people if you don't have a clue!



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## Growing Your Network

- Only when you have a GREAT elevator pitch or compelling story
- People can't help if they don't know what you need
- People have poor memories





## Short Pitch Examples

- I'm looking for an IT Management position, with a Fortune 500 company, in Central TN
- I'm looking for a CEO Position, with a retail chain, in the Southeast
- I'm looking for a Business Development role, in the automotive parts business, with lots of travel



## NOT

- I could be a CEO, or a Director, or a Sr. Manager, with almost any kind of company, as long as they aren't evil, and can pay me a lot of money. I don't want to relocate and I don't want to travel much. And I want great benefits. And an office with walls! And Windows.



## Worse

- I've been out of work so long that I'm desperate. I'll do anything. It doesn't matter.



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## Networking 101

It's so simple

- Do you know who you want to meet?
- Do you know how to find and make contact with that person?
- Do you know what you want to say or ask?
- What do you do AFTER you meet?



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After a Networking Connect  
Have you ever just said “thank you” and  
walked away?



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## Who do you want to meet?

- Someone at a target company?
- Great alternative: someone *formerly* at a target company
- Someone in a target industry
- Someone who might know someone



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## Key Networking Principle

You never know who might lead you to the next great connection – EVERY network connection is a valuable connection

(Time permitting I have some stories as examples)



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## How do you find those people?

- LinkedIn – big networks, lots of groups
- Advanced search – company name. *Past, not current*
- Filter by city
- Bonus: select by group or common connection
- Much easier to talk with someone when you have something in common



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## How do you find those companies?

- Google Maps
  - *acs near florence sc*
  - *perimeter church near atlanta ga*
- LinkedIn company search can be useful too
- Company, Location, person's name, and phone number = READY! (almost)



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## Know what you want to say

- Script it (roughly)
- Be ready for a live answer or a voice mail
- Practice: leave yourself a voice mail! (then let someone else listen)



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- Hi John, my name is Tony Dye. We're each members of the LinkedIn basketweaving group and I see that we each know Joe Rollins. I'm researching ABC company and noticed that you used to work there. May I ask you a few questions? I promise to keep it short
- When you leave your name and number, repeat it, clearly
- Thank you



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## Why is this surprising?

- Most people like to be helpful
- They like to be asked to help
- Especially when you make it easy
  
- Do you like to help people?



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## The goal of networking

To get one step closer to meeting someone who can offer you a job

Remember, EVERY networking connection is valuable



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## Voice Mail

- Most calls will reach a voice mail
- Expect it. Prepare for it. USE it.
- Give a call-back number; be prepared for a call back, but don't sit waiting for it
- Try again every 3-4 business days
- Consistent tone; never complain
- 4-5 tries is probably the time to move on



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## When You Connect

- Remind of the connection. Be friendly, but brief
- A few short questions:
  - How did you like it?
  - Any special tips on the culture
  - Can you tell me about the XYZ department (your interest)



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## Wrapping up

- AFTER good dialog, it's often safe to ask about current company. "so how do you like working at CDE company?"
- Can you tell me anything about your XYZ department?
- Two key questions:
  - May I connect with you on LinkedIn? (ask for email address)
  - Can you suggest anyone else I should talk with?



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## In Person

- Are you easy to recognize?
- Make yourself easy to find
- Who buys the coffee?



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## Credit

- Thanks to Job Search Coach Mark Warren for the “past, not current” idea
- Details here:  
<http://tonydye.typepad.com/main/2010/08/linkedin-networking-strategy.html>  
or <http://alturl.com/5nr9t>



**Follow Up**  
**Follow Up**  
**Follow Up**



## Follow-up

- Thank you
  - Email?
  - Card?
  - Letter?
- Queue for future follow-up
  - How often?

*Thank you*



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## Big FAIL

- Do you ever leave somebody high and dry after chasing them down?



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## Miscellaneous

- How do you store contacts? GET A SYSTEM!
- How do you follow-up on contacts? GET A SYSTEM!
- Outlook. Gmail. Salesforce. Evernote. Pick a tool and use it
- Sync to your phone. No single point of failure



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## System

- Meet somebody, save their name and all else
- Keep notes on contacts. Dated notes. Think CRM
- Look for clues. (birthdays, anniversaries, whatever)



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## So very basic, so often missed

- Have you traded business cards with everyone in this room?
- And made LinkedIn connections?
- And offered opportunity for coffee, or similar?
  
- How many of you will follow-up with me?



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## Never stop networking

- It's not just about job searching
- It's about business
- Even friendship



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## Other thoughts

- Letter campaign
  - Calls then can reference the letter
- Always seek a next contact
- Call vs. email vs. letter
  - Who is the audience?



## Questions?



# Thank You

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## LinkedIn tips

- Be findable
- Be reachable (phone and email for all)
- Be clear
- Have a picture
- Complete your profile
- Grow your network
- Groups
- NEVER a default invite



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## Stories, Time Permitting

- Kayla
- Lisa
- ScottV => BrianC => Jack => Harvey
- RichL
- What if you are an introvert?

