



Sandler Training

Finding Power In Reinforcement[®]

The Art of Networking Charleston Young Professionals

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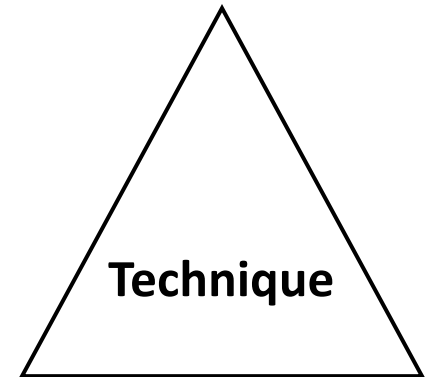
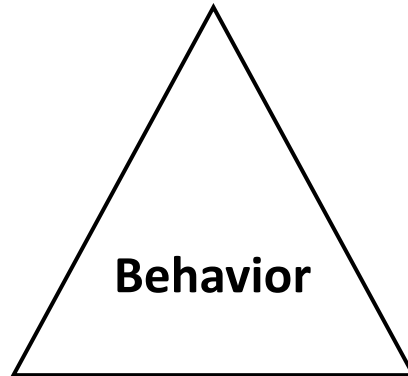
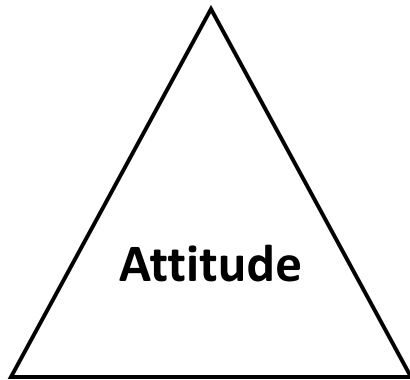
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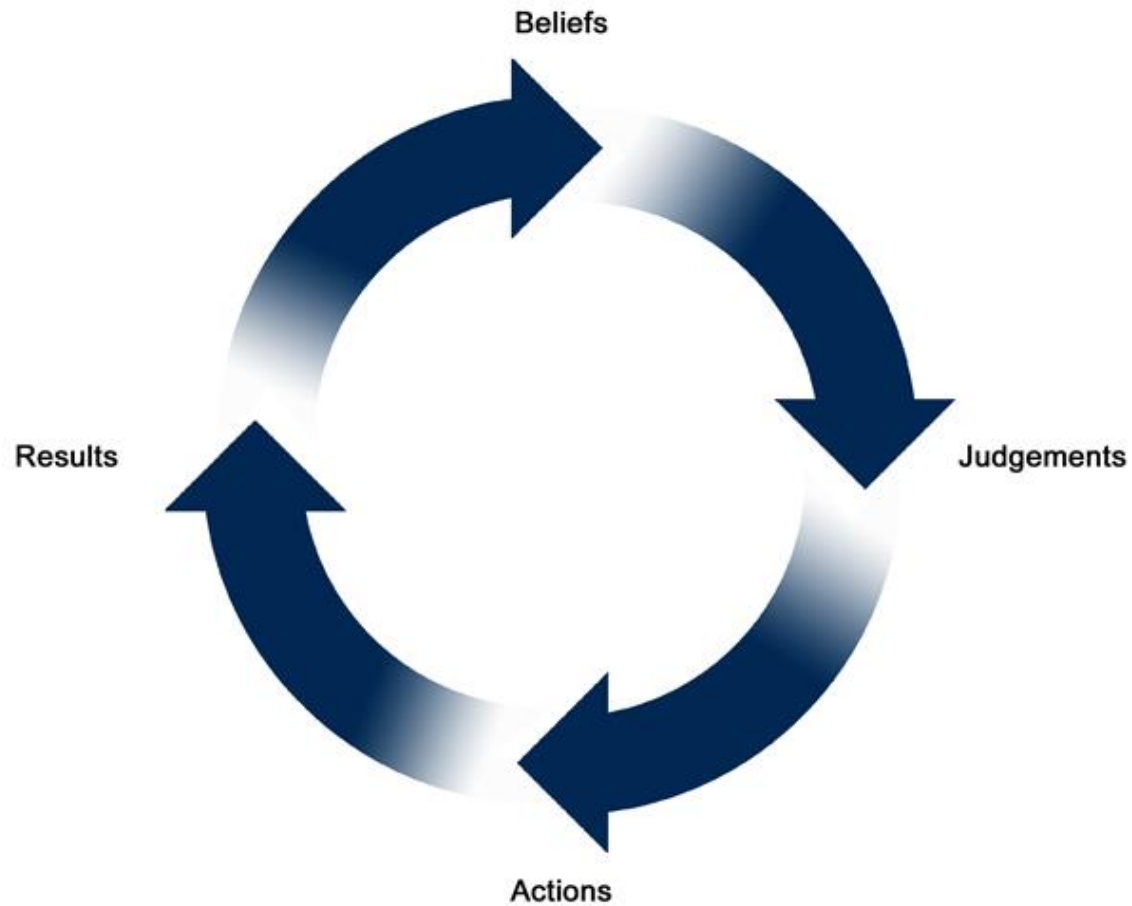
**What do you want to get out of
this session?**

Attitude, Behavior, and Technique

- ▶ Define Each. Why are they important in helping you to reach the top of your profession?



Belief Wheel





Best Practice Attitudes

- ▶ In an non-hosted event, have the mind set of the host
- ▶ People do not know how to begin a conversation— help them!
- ▶ Give more to get more
- ▶ It is not about you!
- ▶ Be tied to the process –not the outcome
- ▶ Only good things happen when you expand your network
- ▶ Money grows on trees – Referral Trees



Best Practice Behaviors

- ▶ Include networking as part of your business plan – set goals
- ▶ Understand the observable characteristics of your ideal customer (your target market)
- ▶ Do you know anybody I should meet? (host)
- ▶ Be referable
 - Show up on time
 - Do what you say you'll do
 - Finish what you start
 - Say “Please” and “Thank You”



Best Practice Behaviors

- ▶ Use LinkedIn effectively
 - Research your network
 - Build your brand – develop authority and authenticity
 - Know how to use advanced search and saved search
 - Leverage your network for quality introductions



Best Practices Techniques

- ▶ **Be interested first and interesting second**
 - Do not show up and throw up
 - Likability is a major influencer
 - Develop an environment of trust, comfort and connection first
 - Do not steal someone's story

Social Bonding

▶ I'm just curious....

- Are you from Charleston originally?
- What got you here?
- Have you ever had the opportunity to live elsewhere?
- And so do you have a family?
- What do you do for fun?
- What did you think you wanted to be when you were 5 years old?



Business Bonding

▶ Past, Present, Future

- How did you get into this line of work?
- What did you do before this?
- What do you enjoy most about your work?
- What does your ideal client look like and how would I recognize them?
- What are the benefits they receive from working with you?
- What's new and exciting in your industry?
- What's changed in your industry over the last 10 years?
- What's next for you?



Your 30 Second Commercial

- ▶ Have an opening
- ▶ Tell third party stories
 - Issue
 - Example
 - Impact
- ▶ Set up a follow up if appropriate



Appropriate Follow-Up

- ▶ The final lap (to disconnect at a networking event)
- ▶ We should talk....
- ▶ Connect on LinkedIn
- ▶ Send a handwritten note
- ▶ Actively refer business to your network
- ▶ Jointly work an account if possible
- ▶ Meet with some regularity
- ▶ Have a “hot list” of people you want to be introduced to



Questions?



Thank You!

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