



The Secrets of Successful Networking

motem.

**What's
coming
up?**

- 1. Developing a referral/
networking strategy**
- 2. What to do before an event**
- 3. How to read a busy room**
- 4. Talking about your work in a
way that's interesting &
memorable**
- 5. Strengthening relationships**

**Lions
hunt where
buffaloes go**



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Developing a strategy

What are your key reasons for developing a networking and referral strategy?

Pg 2

What's working well?

- **Where do your good clients/leads come from? Pg 2**
- **What are the factors that lead to those referral relationships working well?**
- **How are you nurturing your referral partners? (pg 3 bottom box)**

Widening your referral network

- **Who else (which professions) work with your ideal clients? List 3 firms you would like to get to know because of the referral opportunity in top box on Pg 3**

Referral strategy key points

Spot the **key** relationships

Give first, receive second

Be **proactive & disciplined**

Networking to raise your profile & develop expertise pg 4



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Networking on purpose pg 5



Networking tips when at a conference



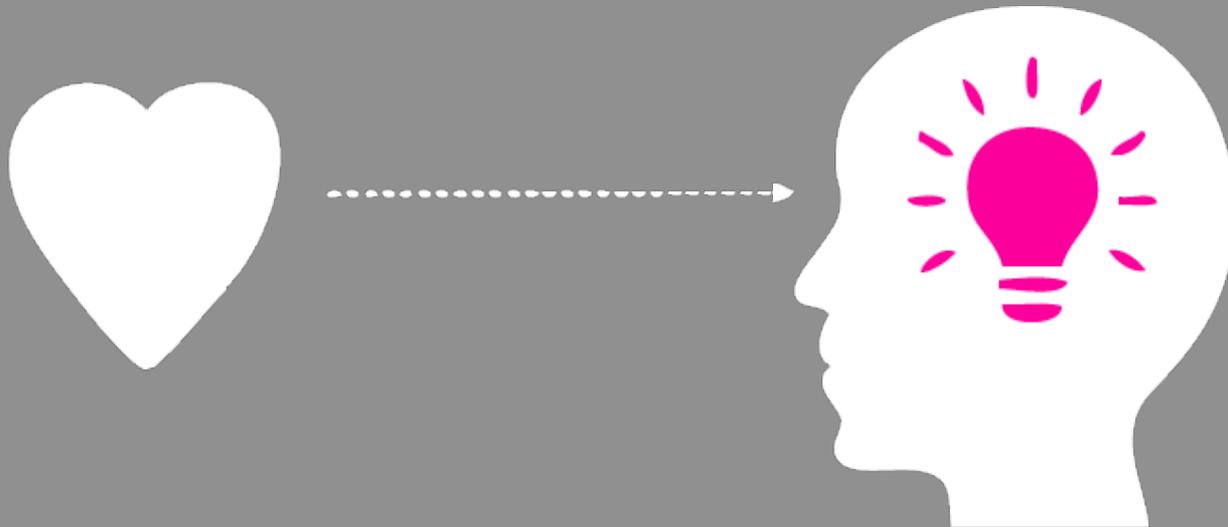
**Think back to the last event you attended,
who do you remember meeting and why?**

■



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Emotions are like neon signs
telling your brain, **remember this!**



1st principle to make yourself memorable

Create an **emotional** connection

Create an emotional connection by...

Important

Included

Interesting



"It keeps me from looking at my phone every two seconds."

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“ What I’ve learnt is that people will forget what you say, they will forget what you do, but they will never forget how you made them feel. ”

Maya Angelou

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When arriving at an event

Reduce your nerves by knowing:

Who to approach

What to say



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5 step networking conversation

1. Get in

How to **start** a conversation - **individuals**

- **Direct:**
- “My name’s Melissa, I don’t think we’ve met before...”

- **Indirect:**
- **3 things in common:**
- **Location (Journey, Lunch, Venue?)**
- **Host (Member? Other events?)**
- **Networking (Much? Help business? Enjoy it)**

How to start a conversation - groups

Catch someone's eye on the edge of the
group

Smile a lot

“Do you mind if I join you?”

How to remember names - FRAV



Focus ie pay attention

Repeat it

Associate it

Visualise it

5 step networking conversation

1. Get in

2. Ask about them



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Good questions..

- **What brings you here?**
- **What do you do?**
- **Where do you work? (how local are you – can talk about area etc) Do you know xx?**
- **How long have you been there?**
- **How did you get into that?**
- **Which professions are good contacts for you? (useful if it's a business mixer event)**
- **What's coming up for you?**
- **What are your thoughts on xxx (something to do with the industry/local initiative etc)**

Remember:

We want people to feel

Important

Included

Interesting

Around us

5 step networking conversation

1. Get in
2. Ask about them
3. Talk about you

**Your turn to
talk**

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2.Association pg 6

Introducing yourself (pg 7)

I work with...
(insert target market)
to...
(insert results)

Specialise
Specialise
Specialise

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Try it out

Create 2 introductions:

1 for use when talking to someone **within** the industry

1 for use when talking to someone **outside** the industry

Practising both introductions

Pair up: A&B

A: What do you do?

B: Answers

- **A: Feedback:**
 - Concise?
 - Clear?
- Conversational?
 - Swap over
- **Then practice the other intro**



3. Understanding (pg 8)

Ensure understanding

- **Purpose of your job**
- **Problem you're solving**

**Ensure understanding
(pg 8)**

You know how....

(insert problem)

Well what I do

is....

(insert solution)

Ensure understanding

- **Purpose of your job**
- **Problem you're solving**
- **PREP tool**

Understanding: PREP

- **P**oint
- **R**eason
- **E**xample
- **P**oint

Pair up – A & B

A asks: What do you do?

B: Answers

**A: Feedback – was it clear, concise,
conversational?**

Swap over

4. Stories/Examples

Once upon a time...

“ A story is a trick for sneaking a message into the fortified citadel of the human mind”

**Jonathan Gottschall, author of the
Storytelling Animal**

5. Unusual/ unexpected



Examples exercise

Pair up with someone else you haven't worked with.

Each to give an brief example of your work (idea is to illustrate what you do, the problems you solve, who you help so that you can generate more referrals)

6 metaphors/analogies



IT'S A METAPHOR.

5 step networking conversation

1. Get in
2. Ask about them
3. Talk about you
4. Chat
5. Get out

Getting out of the conversation

“I’ve really enjoyed talking to you. Shall we go and meet some others?”

(Go and find an open group)

Getting out of the conversation

“I’ve really enjoyed talking to you, if I come across any xxx (insert useful profession) would you like me to try and introduce you?”

Getting out of the conversation

“It sounds like there may be an opportunity to help each other - how about we have a coffee in a couple of weeks?”

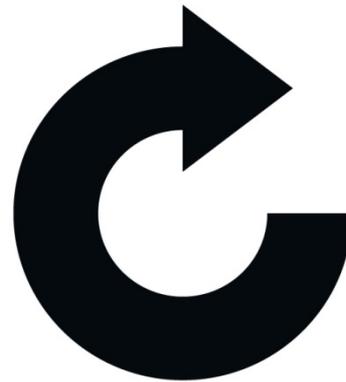
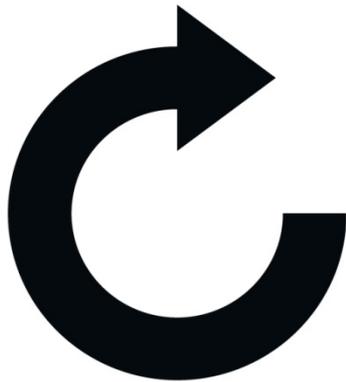
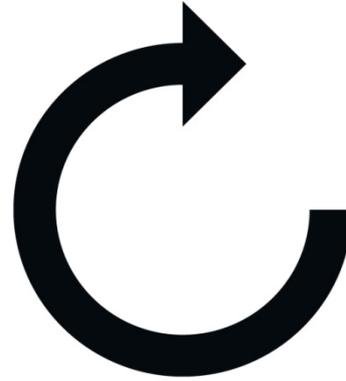
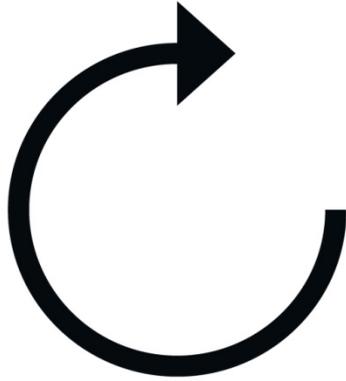
**Take
business
cards!**

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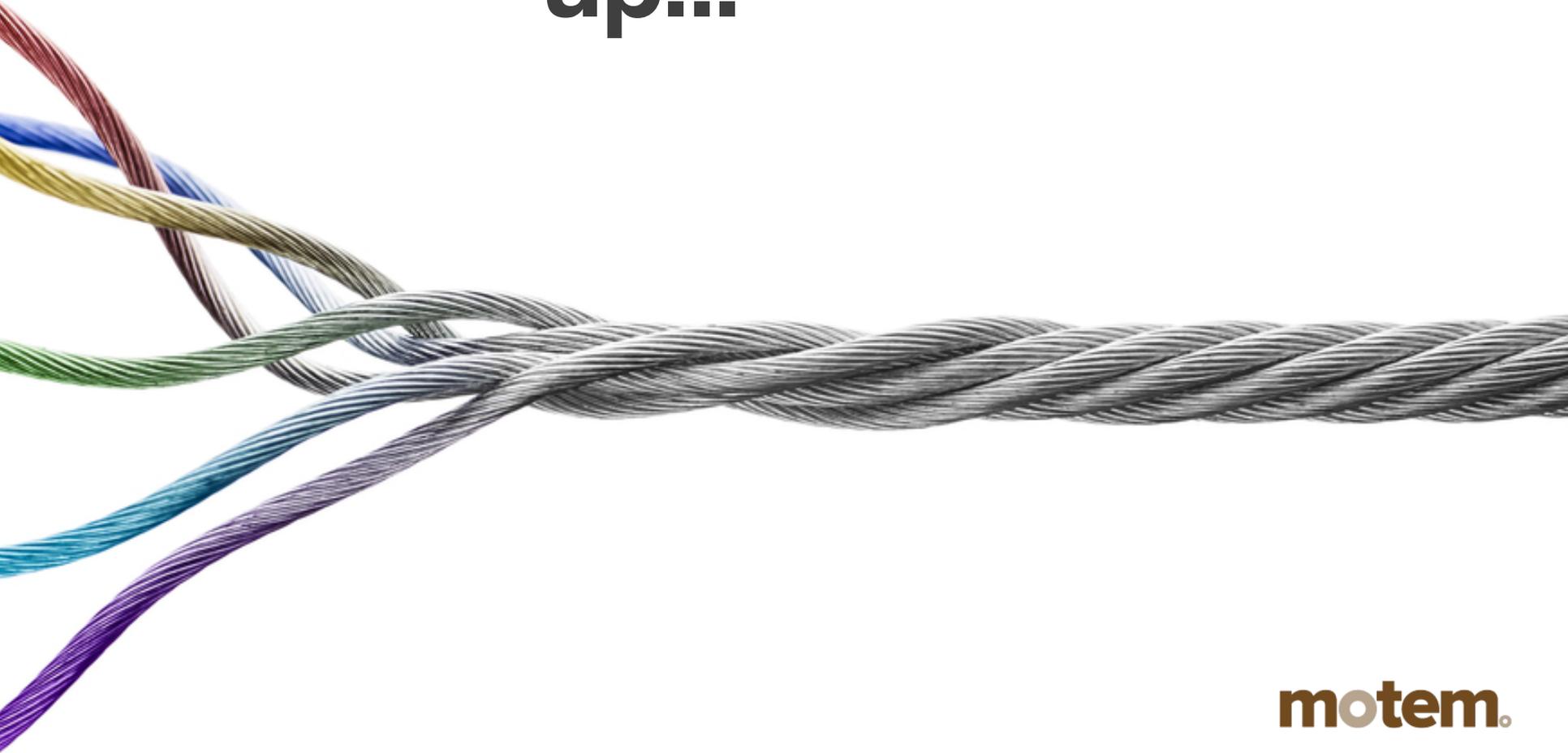
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5. **Strengthening relationships**

7. Repetition



**Following
up...**



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Following up

- **I**nformation
- **I**nvitations
- **I**ntroductions

**MY BOSS TOLD ME "DRESS FOR THE JOB
YOU WANT, NOT THE JOB YOU HAVE**



**NOW, I'M SITTING IN A DISCIPLINARY MEETING
DRESSED AS BATMAN**

legenerator.net

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Asking for referrals (pg 12)

Getting referrals is simply a case of asking for them at the **right time** in the **right way**.

Generating referrals
is all about timing.
When's best?



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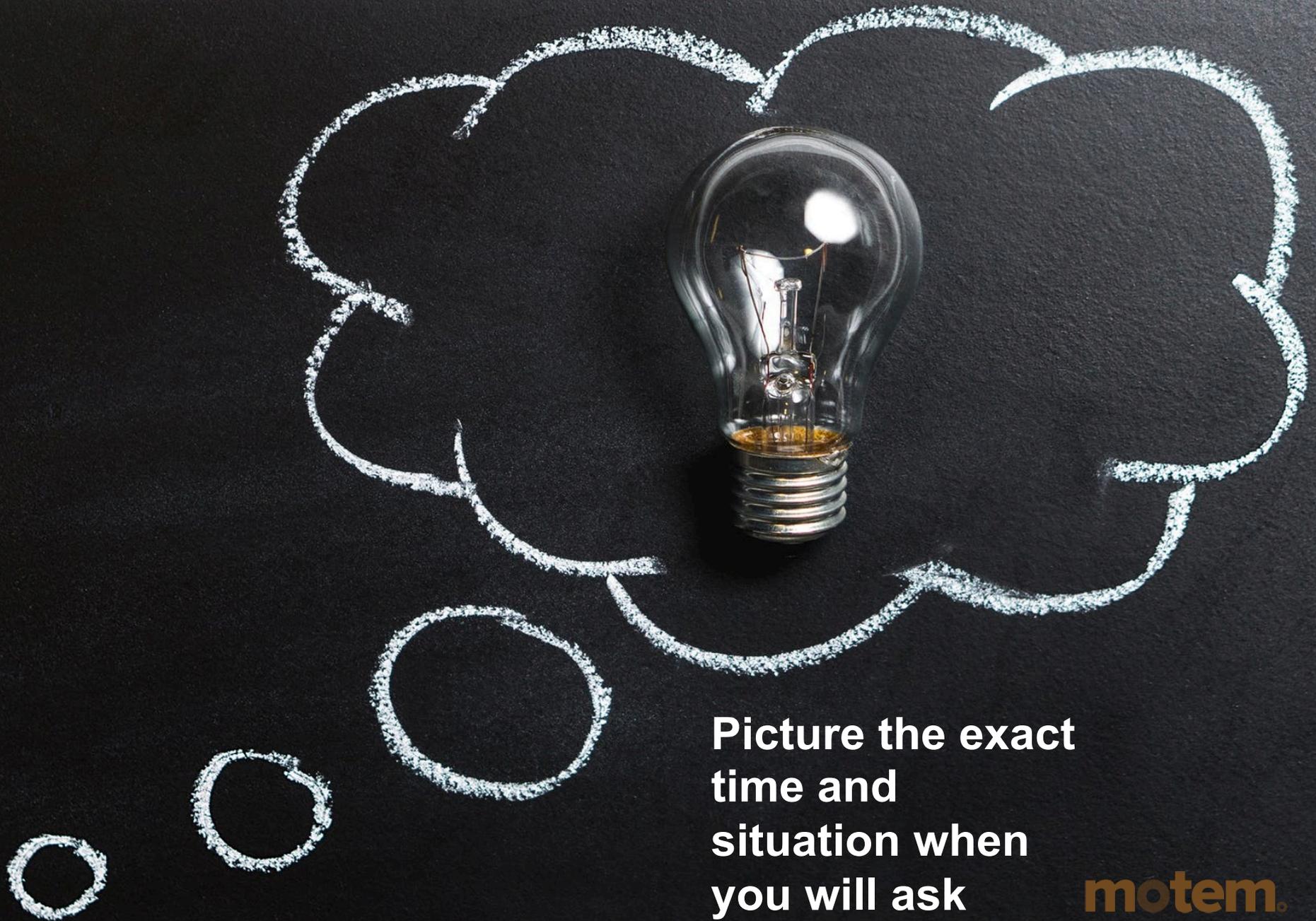
How to ask

“I’m really glad that we’ve been able to save you about £3k, **who else do you know around here that I could help?”**

Please could I ask your advice?”

“You must know a good deal of business owners in the area – and I’m keen to get to know more of them because, as you’ve experienced, we can be really competitive on cover and price.”

“How would you advise I go about meeting more of them?”



Picture the exact
time and
situation when
you will ask

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recap

Referral strategy: spot **key contacts**, **give first**, be **proactive** and **disciplined**

Prepare before going to an event

Read a busy room – **6 groups** of people

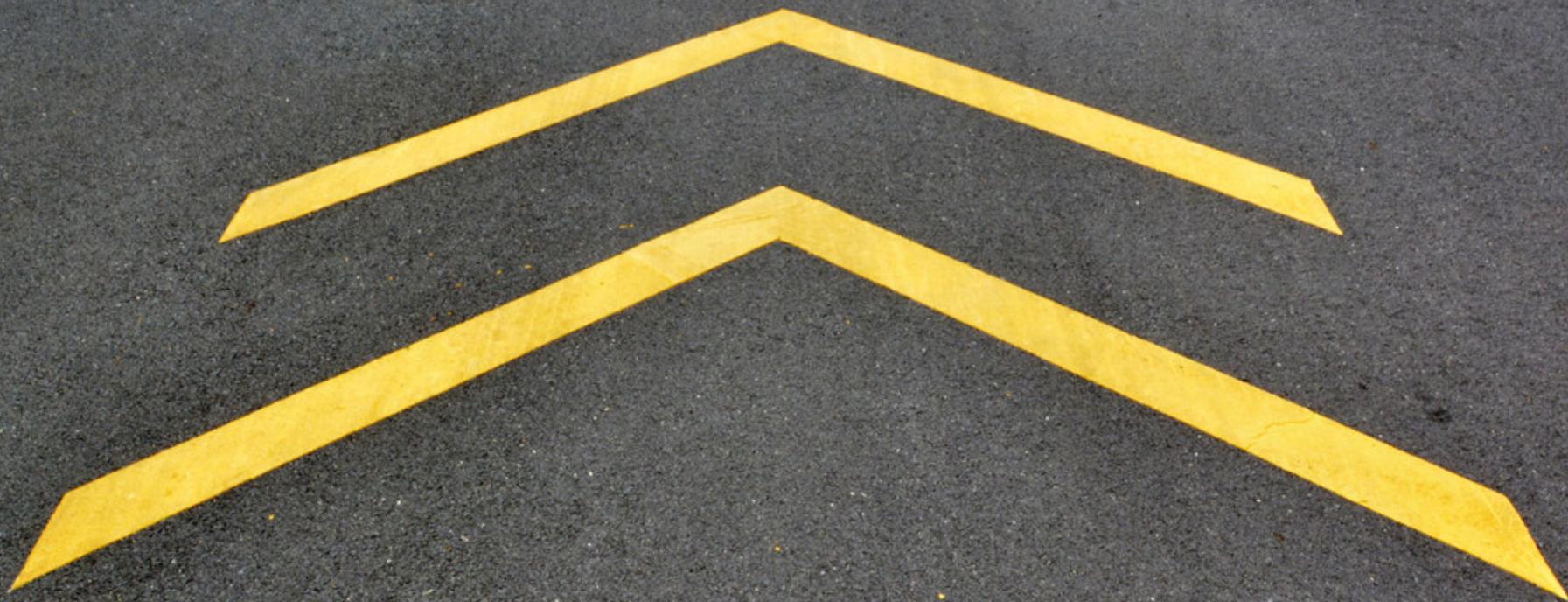
5 steps to an effective networking conversation

Use the 7 principles to **make yourself and your message memorable** and meaningful

Strengthen relationship: **invitations, information introductions**

7 principles to make yourself memorable

- **Emotional connection** (important, included interesting)
- **Association** (specialise, target market, results)
- **Understanding** (purpose, problems, prep)
- **Stories** (emotion, drama/loss)
- **Unexpected & Unusual**
- **Metaphors & analogies**
- **Repetition**



What are you going to do differently? Name 3 things

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