

Terry Bass

Relationship Networking

3.0

**Building Relationships
and Getting Results
one person at a time**

The background of the lower half of the cover features a light yellow-green gradient. In the foreground, there are two dark grey silhouettes of men in business suits shaking hands. Behind them, there are several overlapping, semi-transparent circles in shades of light green and yellow, creating a layered, abstract effect.

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Table of Contents

Section I - Opening Thoughts

Chapter 1 - Introduction ..1

Chapter 2 - Defining Relationships ..5

Section II - Before You Network

Chapter 3 - Know Thyself ..9

Chapter 4 - Know Who's Coming ..13

Chapter 5 - Know Your Goals ..15

Chapter 6- Wrapping up this Section ..17

Section III- During

Chapter 7 -What will I see in the first 10 seconds? ..19

Chapter 8 - Some Do's & Don'ts ..21

Chapter 9 -- Your 30/60 Second Commercial ..23

Chapter 10 - Meeting New People ..27

SECTION IV - The Conversation

Chapter 11 - Body Language & Tone ..31

Chapter 12 - Getting Started ..33

Chapter 13 - The Conversation ..35

SECTION V - After

Chapter 14 - Keeping the Conversation Going ..39

Section VI - Uber-Networking

Chapter 15 -Mastering the Follow-Up ..41

Chapter 16 - Gaining Instant Credibility ..45

Section VII- Final Stuff

Chapter 17 - Closing Up ..49

Worksheet ..51

About the Author ..53

Credits ..54

Introduction

It is generally acknowledged that people should be doing two things no matter their status. It doesn't matter whether you are working or not working. Manager or stay at home parent. New to the business world or retired. And so on. Those two things are -

- Personal/Professional Development
- Networking

Personal/Professional Development keeps us moving forward. Our skills and experiences constantly growing. Studies show that not only is this important mentally, but by showing a constant willingness and desire to learn new things and expand our knowledge, we create positive impressions, impressing others (like our boss or prospective boss!).

The second thing is of course Networking. What this book is about.

Networking essentially increases possibilities. That sounds kind of lame, but the fact is, what YOU are looking for may be different than others, however, it really doesn't matter. The fact is that whether you are looking for more leads, clients, a mentor, a job, resources for your business, work or personal life, just a new friend, or anything else, by networking you **increase the possibilities** of that happening. IF you sit on your butt at home, you don't.

And the statistics support that. Approximately 70% of all jobs are found through some type of networking. Around 80% of all business sales are found through the same way.

And where you see them looking for business, building relationships & just meeting people is your local networking events. There are tons of people out there networking hoping to increase their possibilities.

Introduction

The problem arises that very few people know the true value of networking and how to network effectively. Many either fumble through and don't create much of a first impression or you'll see people come and basically socialize. So what is it that you can do to make your time more worthwhile?

Welcome to Relationship Networking 3.0.

While there are a gazillion books on networking, they basically fall into two schools.

The first school is the “**hunter**” school and it's based primarily on getting clients. The hunter will have very specific sales goals, focusing very quickly on whether the person they are talking to can be a potential client, quickly setting up the next meet to close the deal and then shifting on to the next person. If the person is not seen as a potential client, the hunter quickly moves on.

My experience is that there are very, very few people that can do this successfully. People that act like a hunter tend to be pretty obvious and creating negative impressions, resulting in a success rate of close to zero. And so what you see is the second school of networking.

The second is the “building relationship” school or being a “**farmer**” instead of a hunter. This is where you plant the seeds to grow potential relationships and see what happens. The expected results are building a long term, mutually profitable relationship.

The challenge for farmers is that where does the socializing end and the “business” begin? Are you going to networking events, chatting away with mostly people you know and then calling it a night? Are you really accomplishing anything?

Introduction

This book attempts to take a middle ground, a hybrid of the two schools, taking the best aspects of each. Let's introduce the "**explorer**" school.

The explorer is curious, dives into the unknown, creating and building relationships, yet wants to get some kind of results. The explorer will see where the results take them. And so it should be for you when you network.

As a non-stop networker, I am a strong believer in meeting lots of people and creating relationships with as many people as I can. Are the people I'm going to meet going to buy my services? Maybe. Maybe not. But they also could be people who's services I could use. Or somebody I know could use.

They could be people who are connected with someone else, or an association/organization that I have an interest in. They could just be somebody that is in an industry that could be of interest to me, personally or professionally. Won't know until I meet them and discover the possibilities! They could also turn into a friend, mentor, some form of resource or help me get a job someplace. There are all sorts of potential!

The simple fact in life is that the more people you know, the better placed you will be no matter where your future takes you. I haven't heard of anyone who has ever suffered from knowing too many people!

However, when I network, I don't want to just meet people and leave it at that. After all I could be home with reading a good book, in my sweats drinking a cold beer. So lets try and create some useful results for our effort.

Introduction

That's where we take the opportunity to meet someone new and explore the possibilities of a relationship. The best relationships are those that benefit each other. It's not necessary to be searching for more personal friends, you probably have enough of those. However, you never, ever will have enough business friends!

So welcome to the explorer school of networking, where we will focus on meeting people, creating various types of quality relationships (not just vendor/client), and do a little goal setting and focusing, so that the time you spend networking can be more productive for you, your career and your business.

The bottom line when networking, is that you want people to come away with two things - a positive impression of you and the possibility of creating and building a jointly beneficial relationship. This book is loaded with tips on how to do just that.

Lastly, I'm suppose to tell you that I'm the only one responsible for what you're going to be reading. So there you have it.

Let's get started.

Know Thyself

There are a couple things you should know about yourself in regards to networking.

It helps to know if are you an extrovert or introvert. There are a few personality evaluations that deal with this like Myers-Briggs or I Disc (both of which can be found and taken on the internet for about 50 bucks).

This is important to know because extroverts and introverts deal with networking differently. Common myths are that it's better to be an extrovert to network, while introverts will have a hard time being successful. That's absolutely untrue. Both extro's and intro's have their own strengths for networking and their own weaknesses. The intelligent networker first understands where they are on the scale of extrovert and introvert and uses the strengths (and works on the weaknesses) to their advantage.

Next myth. Introverts are uncomfortable meeting strangers. The fact is EVERYONE is uncomfortable meeting strangers. And that's ok. Understanding that a major part of networking will be meeting new people, we just need to be aware that being an extrovert or introvert has nothing to do with it.

For years (much to the amusement of virtually everyone that knew me) I considered myself an introvert since I was not comfortable going up to perfect strangers. I have gone through several "personality profiles" and the one consistent thing is that I am pegged as a strong extrovert. So I better understand myself now along with what I need to work on to be more successful; which was learning to meet new people just like everybody else!

Know Thyself

What are the 2 big differences when networking for extroverts and introverts?

- The way we are comfortable interacting with other people
- Our Personal Energy (not the new-agey stuff, read on)

OK it is true, extroverts love to interact in groups. If you're networking and see a group of 4 or 5 people (or more) with one person "holding court", chances are you're seeing an extrovert in action. Extroverts are bigger, more expansive, the hand gestures will be more pronounced!

The challenge for extroverts is that many of us do love to talk. Extroverts can be fun, hold a group together, provide energy, but they also are likely to do most of the talking. You will learn about the extrovert all sorts of things, but they may not learn much about you. Not necessarily good for building relationships.

So if this is you as an extrovert, you need to learn to scale back, give others the chance to talk and get involved in the discussion, learn about other people.

The introvert is not someone who has difficulty networking. They just have to do it a little differently.

Introverts are more comfortable typically one on one. Two people talking to each other is the perfect networking environment for anyone and that happens to be the comfort zone for intro's . Introverts are more likely cede talking time than others, but might still need to learn how to listen properly (just like everyone else).

Quick Tip - For an introvert, groups are probably not going to be a comfortable environment, so if there is someone in a group that you want to talk to, separate them from the herd! Take them aside and create that one on one space that you are apt to be more comfortable in.

As mentioned, the other differentiator between extro's and intro's can be energy levels.

Think of a long day at work. You're tired, but you have to go to some networking event. Geesh!

The extrovert on one hand, while maybe starting out tired, starts getting energized as the networking event progresses.

Extroverts basically get energy from groups and gatherings.

Extroverts can typically last the night away!

Heck, as the event draws to a close, the extrovert might even try to get a group together and head out for a beer!

Understand that the extrovert will probably crash on the way home. They no longer have the group feeding them that energy and on the car ride home, tiredness will set back in. That's ok. The extrovert just needs to watch themselves because they may have a huge energy drop as the event winds down.

The introvert on the other hand essentially loses energy at group events. And if there was a long, tough day at work, the last thing you want to do is go networking.

So it's important for an intro' to recharge first.

Perhaps between work and networking, stop someplace, do a caffeine and sugar thing, maybe if alone time with a book helps you recharge, stop at Starbucks or Mickey D's and take a half hour by yourself.

Quick Tip - How about stopping at your favorite store like Best Buy or clothing or outdoor store? Roam the aisles, fantasize about your next vacation, that humongous screen TV. Figure out whatever works for get you re-energized and focused on the networking event ahead and take a breather.

Know Thyself

If you show up a little late that's fine, especially if you are now more ready to dive in!

Quick Tip – This applies to the extro's also. If you had a rough day at work, head out for a little diversion and get the mind clear. Nothing is worse than being someplace that you don't want to be. And trust me, it shows!

Lastly, the introvert needs to understand that you may not last the whole time. Figure out what you can handle. Don't make this an excuse to leave early (or not attend at all!) but try different things that will help you be on top of your game when you do network. It could be a more productive time for you by being "all there" for 2 hours of a 3 hour event, then physically there, but mentally in la-la land for that 3rd hour.

It's to your advantage to understand where you sit on the extrovert/introvert scale and what are your strength's and possible challenges are when networking. This way, you can adjust your schedule or behavior to maximize your networking, making it more successful and enjoyable for you.

The bottom line is that if networking is an arduous chore for you, it doesn't matter what you are trying to accomplish. You won't be enjoying the time spent meeting new people, chances are you'll be less productive or effective and it will show.

About the Author

Terry Bass is a business coach who speaks, presents dynamic (and often fun) webinars, seminars and workshops, along with some of the most empowering development programs being offered today.

While he lives in the ChicagoLand (IL) area, Terry's presentations and workshops have been seen nationwide.

The author uses his extensive coaching, training and business background to work with individuals and businesses to help them excel in today's business environment.

Terry's last position in the corporate world was National Training Manager of Tech Services Intl. (a subsidiary of Eastman Kodak) where his career involved supporting people, providing solutions and creating exceptional customer service.

As a business coach, Terry gets most of his work through meeting people face to face, meaning networking of course. Besides reading some great books and articles, Terry observed and developed what was effective and not so effective when he networked.

One of his most popular presentations/workshops continues to be on Business Networking where he presents audiences with insightful and real world experiences and some humorous blunders too!

Terry brings his energy and enthusiasm to a range of today's business topics and challenges engaging his audience in a dynamic way.

More on Terry and his company can be found at www.chadons.com.

Credits

Thanks to –

Never Eat Alone ..Keith Ferrazzi

THE book on being the consummate networker!

What Got You Here, Won't Get You There ..Marshall Goldsmith

More a behavior change book, but great sections dealing with communication.

Non-Stop Networking ..Andrea Nierenberg

Networking for Dummies

Good solid basics for the beginning networker

If you go to Amazon.com and search for business networking books, they will come up with slightly under a gazillion hits. Knowing that they are talking about the hardback version, the paperback version, the revised version, it's still a LOT of networking books.

IF you practice the skills from my book and still feel that you are coming up short, certainly have at it. And drop me a line if you run into something profound!

Some business Networking Organizations

BNI or Le Tip www.bni.com or www.letip.com

These are networking lead referral organizations that allow you to visit them a couple of times to see if they are useful for you.

Your local chamber is usually a great place to network and “get your feet wet”.

About Networking 3.0

As a leading Illinois business Coach Terry Bass has dedicated his time to helping business professionals and business organizations understand how they can aggressively compete in today's high tech market. He has an amazing ability to be able to remove the barriers between you, your business and your success. Terry is well known for his creative thinking and "out of the box" views which enables him to effectively work with a company's future developments, strategic positioning and marketing challenges. In addition, Terry has set the bar when it comes to networking training in Illinois and I think professionals can't afford not to read Terry's "Networking3.0 – Building Relationships and Getting Results one person at a time". This is a must read for every professional!

Frederick Dudeck

Terry is an excellent motivational speaker. His professionalism and ability to guide the group with humor, quick wit, and graciousness commands your attention. I would strongly recommend Terry as a speaker at your next event. I had the opportunity to attend an event through the CCASTD and I was very impressed with his knowledge and networking tools."

Barbara R.

Each person and even organization's have dreams, ideas or visions of where they would like to end up both personally and professionally.

Chadons logo below, affectionally known as "Flamingo Dude" represents that ideal. It is Chadons purpose to help people and their businesses achieve those dreams.



So what's your dream?

Terry Bass