

 THE COUNCIL WEBINAR

Effective Networking with Clients & Prospects

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EFFECTIVE NETWORKING:
With Customers & Senior Leadership

WHAT WE'LL COVER TODAY

- What networking is – and ISN'T
(Hint: it's not about selling)
- Why it matters
- How to do it right: do's & don'ts
- Networking for senior leadership



DOs



DON'Ts

WHAT IS NETWORKING?

- Networking is about building long-term relationships and a good reputation *over time*
- It involves meeting and getting to know people whom you can assist, and who can potentially assist you in return
- It is **NOT selling**. Effective networking definitely results in increased sales and opportunities, but networking is not about a sales pitch
- Active networking is vital to career and business growth



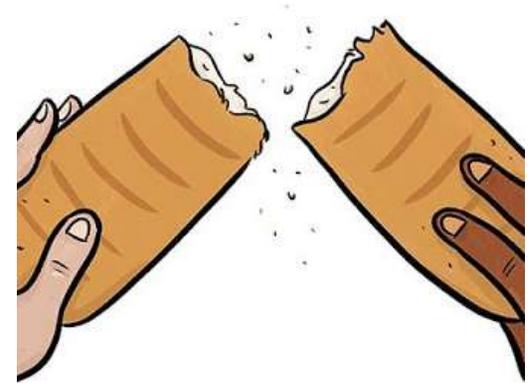


10 REASONS...

**10 Reasons
Why You
Should Spend
Time on
Networking**

#1: STRENGTHEN YOUR BUSINESS CONNECTIONS

- Networking is about sharing, not taking
- It is about forming trust and *helping one another* toward goals
- Finding opportunities to assist your contacts helps strengthen the relationship
- By doing this, you sow the seeds for reciprocal assistance when you need help to achieve your goals



#2: fresh ideas

- Your network can be an excellent source of **new perspectives and ideas** to help you in your role
- Exchanging information on challenges, experiences and goals provides **new insights**
- Offering helpful ideas to a contact is an excellent way to **build your reputation as an innovative thinker**

#3: ADVANCE YOUR CAREER

- Being visible and getting noticed is essential when building your career and your business
- Regularly attending professional and social events increases your **visibility** so you **become known**
- This helps **build your reputation** as knowledgeable, reliable and supportive
 - Involvement is perceived as **expertise**



#4: ACCESS TO JOBS & SALES OPPORTUNITIES

- Networking opens doors to new opportunities for **business, career advancement, personal growth and new knowledge**
- Active networking keeps you **top of mind** when job or sales opportunities arise
- Increases your **likelihood of receiving introductions or referrals** to relevant or influential people



#5: BROADEN YOUR KNOWLEDGE

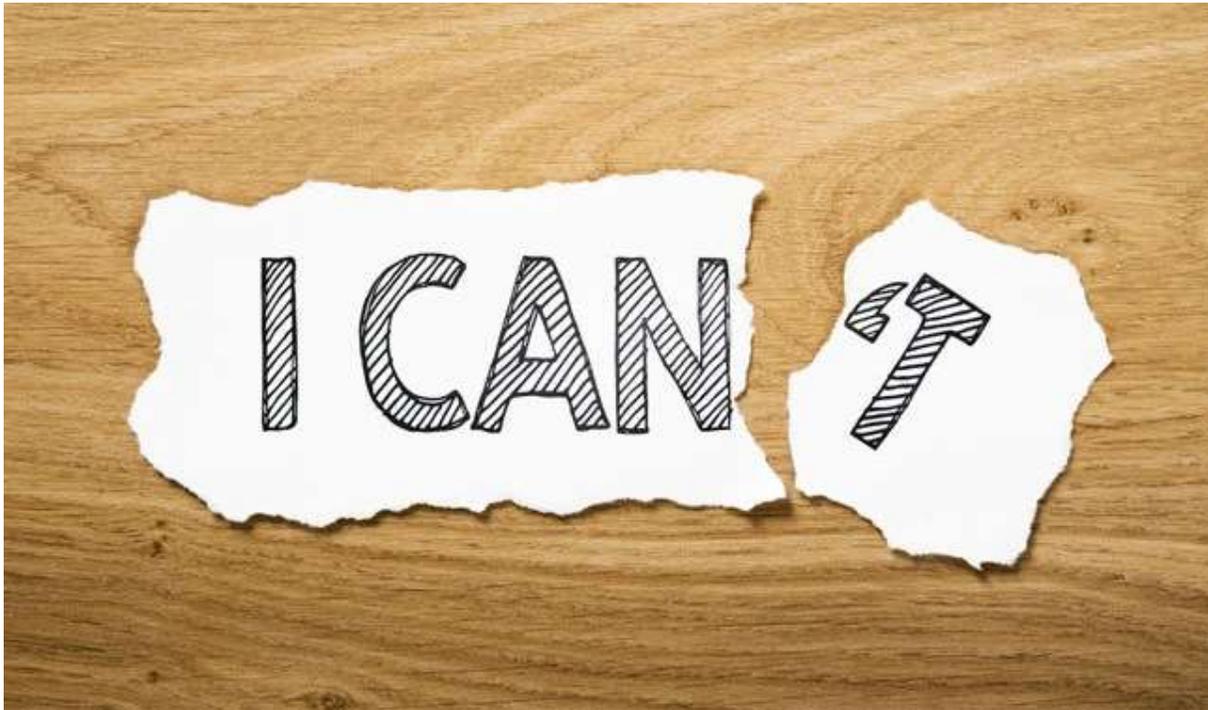
- A **wide network** of informed, interconnected contacts **provides broader access** to new and valuable information
- Networking fosters:
 - the exchange of **best practices**
 - learning about the **business techniques of peers**
 - keeping abreast of latest **industry developments**





#6: CAREER ADVICE & SUPPORT

- Gain the **advice of experienced peers**
- Discuss **common challenges and opportunities**, leading to valuable suggestions and guidance
- Offer **genuine assistance** to your contacts – this sets a strong foundation for receiving support in return when you need it



#7: BUILD YOUR CONFIDENCE

- When you put yourself out there and meet new people, you step **outside of your comfort zone**
- This **builds valuable social skills and self-confidence**
- The more you network, the more you grow and **the easier it becomes**



*"I go to bed every night thinking about all the possible ways I can succeed
- Ronda Rousey"*



#8: GAIN DIFFERENT PERSPECTIVES

- Networking helps **break you out of day-to-day business ruts**
- By talking to others in your field or people with expertise in a specific area, you **gain insights** that only come from viewing a situation with fresh eyes
- Asking for opinions from contacts you trust or admire can help you **see things in a new light, solve problems, overcome roadblocks and try new approaches**

The Power of Peers

National Automobile Dealer Association:
16,500 members



20 GROUP



#9: DEVELOP LONG-LASTING BUSINESS & PERSONAL RELATIONSHIPS

- Some of the strongest and most long-standing friendships began with work connections
- Your networking contacts are probably like-minded people with goals similar to yours, so you may have much in common
- Your professional support network will spill over into personal friendships that become part of your life





#10: GET ANSWERS TO EVERY QUESTION

- With a strong network of professional connections, you'll **always** have someone within your sphere who is **able to answer even your toughest questions**
- Even when there is no definitive answer, you'll have a solid **sounding board to bounce ideas off** of and develop action plans



GET IT RIGHT

HOW TO GET IT RIGHT:

The Networking

Do's & Don'ts You Need to Know

NETWORKING DO's



DO
Recognize One Size Does Not Fit All

Networking Insights for Different Generations



Gen Z

Born Between
1995 - 2015



Millennial

Born Between
1980 - 1994



Gen X

Born Between
1965 - 1979



Baby Boomer

Born Between
1944 - 1964

Age 25 & under

Age 26-40

Age 41-55

Age 56-74

Networking with Boomers

- Adulthood and work took place before reliance on technology
 - Relationships were centered around **human connections**
- Take advantage of their strong emphasis on **building real relationships and connect on a human level**
- Bring up **topics you can both relate to**, so a relationship can be formed from the start
- When following up, skip sending an email and add a personal touch by either **picking up the phone or writing a handwritten note**



Networking with Gen X

- Gen Xers are **highly independent**
 - They like to think for themselves and **problem solve on their own**
- When networking with this generation, *provide them with enough information for them to be able to make a decision down the line*
- Let them know the *benefits* of connecting with you and how your products, services or experience can change their lives



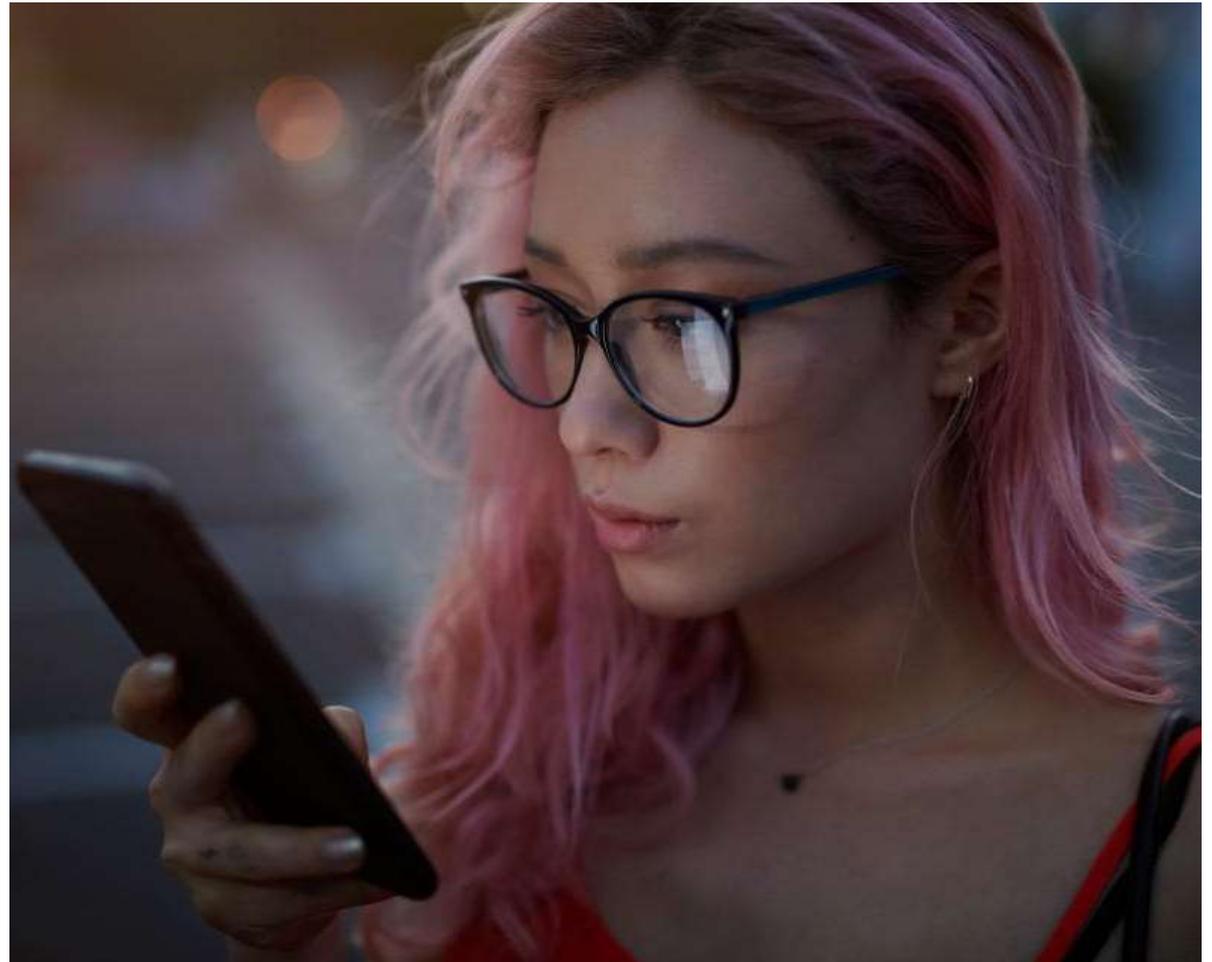
Networking with Millennials / Gen Y

- Millennials/Gen Y are generally more open-minded than other generations and possess **immense confidence**
- When networking, use these characteristics to your advantage and **leverage your skills**. Let them know that **what you offer differs from your competitors**
- Tailor your follow up strategy around this generation's **appreciation for technology by sending them an email, text message or connecting on social media**



Networking with Gen Z

- “Netweave” instead of network
- Netweaving is the buzzword with Gen Z and is their **much more relaxed approach to networking**
- It is **others-focused** instead of focusing on what you need from your network
- Netweavers approach networking from the position of **what they can offer** their network
 - a referral, resource, or just an interesting article to a network connection that they may find helpful





At An Event

- **Be prepared:**
 - Consider how you present yourself and your skills on LinkedIn – your delivery should be as polished and professional as your online version
 - **Set a target:** for every event or gathering you attend, have a goal
 - Example: meet 10 new people and exchange business cards
 - **Avoid the drab, “So what do you do?”**
 - It can be a dead end in networking. A better opening line is, *“Tell me about yourself”*
 - **Let conversation unfold** – don’t have a set agenda. You’re not trying to close a sale
 - **Be a good guest:**
 - Be open to any and all new conversations. Invite others to join your conversation. If you see someone standing or sitting alone, go over and say hello and introduce yourself
- 

- Ask for two business cards:
 - one for yourself, and one for someone you may know who may be interested in their business
- Write down key notes ASAP:
 - You'll want to remember the details of conversations with people, so do it on the spot when you exchange cards. No one will mind – it's flattering when someone makes a note about you on your card
- Follow up right away:
 - Contact your newly formed colleague the next day and reference the discussion you had to gauge their interest or discuss next steps. Timeliness is key. It's like getting a concert tee shirt. Interest wanes as time goes by.
 - Added bonus: follow up spotlights your professionalism

WHAT IF YOU'RE AN INTROVERT?

- **Start with one person** and an easy opener:
 - *“What brings you here?”*
- **Be honest:**
 - “I’m an introvert and these events can be difficult– thanks for talking with me”
- **Ask for help:**
 - If you know one person, ask that person to introduce you to one other person, then ask that person to introduce you to another



NETWORKING
DONT'S



DON'T WAIT TO BUILD YOUR NETWORK UNTIL YOU NEED IT

- The biggest mistake in networking is **not starting early enough**
 - Many people wait to build a network until they're looking for a new job, exploring a career change, or have a specific professional need
 - These relationships are generally short-lived because they're based on a specific need instead of **shared values, goals, and interests**
 - Networking relationships should start long **before you need something**
 - Start early, be proactive, and make **networking part of your daily routine**
- 

DON'T ASK FOR TOO MUCH OR TOO LITTLE

Every networking effort should end with **one specific ask** — but without asking for too much at once

Instead of: “Can you connect me with XYZ person?”

Ask: *“Thanks for providing your valuable insight on this. Would you be open to connecting me with one other person who can provide an additional perspective on what we’ve discussed?”*

Instead of: “Can you submit my resume for that job?”

Ask: *“Thanks for sharing your insight into my career trajectory. I’m interested in one of the roles I saw posted on the job board. Do you have any additional ideas for the best way to get prepared if I am invited to interview when I submit my application?”*



People Like to Help – and *Be Heroes*

By keeping your request small and specific, you **allow your contact to help out in a larger way**, without demanding or expecting too much from someone you've just met



**DON'T AVOID PEOPLE WHO
SHARE YOUR JOB TITLE OR ROLE**

Mentors are great, but some of the best ideas come from **other professionals in your field who share the same obstacles as you do**

Be open to meeting other people at the same place in their careers, and discuss the challenges you face

DON'T BE BLAND – OR MAKE YOUR FOLLOW UP ABOUT YOU

- After meeting someone new, don't send an email that just says, "Thank you for your time"
- Further the relationship by adding value for the recipient
- Examples:
 - Mention or include an article that reflects the context of your conversation
 - Did the contact mention they were looking for a good place to eat in a specific neighborhood? Make a recommendation.
- By making your follow up about the recipient, you raise your esteem in their eyes

meh

IT'S ALL ABOUT THEM

THE PARADOX

- The more you focus on someone else, the higher their opinion of you
- This is true in interviews, business conversations and even dating
- End conversations with *“What can I do for you?”*





DON'T BLINDSIDE CONTACTS
WITH WELL-MEANING,
BUT LAME, INTRODUCTIONS

- **DON'T** send an email to two people saying,

*"I thought you two should know each other!
I'll let you take it from here."*

----- Forwarded message -----

From: **Alpa Pandya** <alibi914@gmail.com>

Date: Fri, Jul 17, 2020 at 8:59 AM

Subject: Two Denver Dames

To: Donna Riccardo <donnariccardo@gmail.com>, Tamara Ghandour <tamara@gotolaunchstreet.com>

Donna meet Tamara, Tamara meet Donna

Tamara is former colleague, a serial entrepreneur and passionate advocate for building innovation capabilities in organizations and has authored books and created programs to advance this work. She is very active online via podcasts and webinars.

Donna runs a business that helps entrepreneurs hone their speaking skills to solicit new business. We just met via LinkedIn.

As you are both Denver based business owners, I thought you should know one another!

Will leave it to you to connect via LI or email here.

Best regards

Alpa

Alpa Pandya
alibi914@gmail.com

This is everyone's #1 pet peeve in networking

- It provides no meaningful context
- It's an intrusion
- It's an unwanted *obligation*
- It's awkward
- It *makes more work* for the people you're trying to connect



DO...

- Contact Person B (the helper) - the person to whom you want to connect Person A (the requester) - *and ask if it would be OK if you fostered an introduction*
- Tell them WHY you want to connect them and *give them background* on what prompted the idea for the connection
- Once you have Person B's (the helper) *permission*, contact Person A (the requester) to be introduced and tell them you have someone you think they should know – and **WHY**. Let Person A know you've arranged an introduction.



PERSON A

The Requester

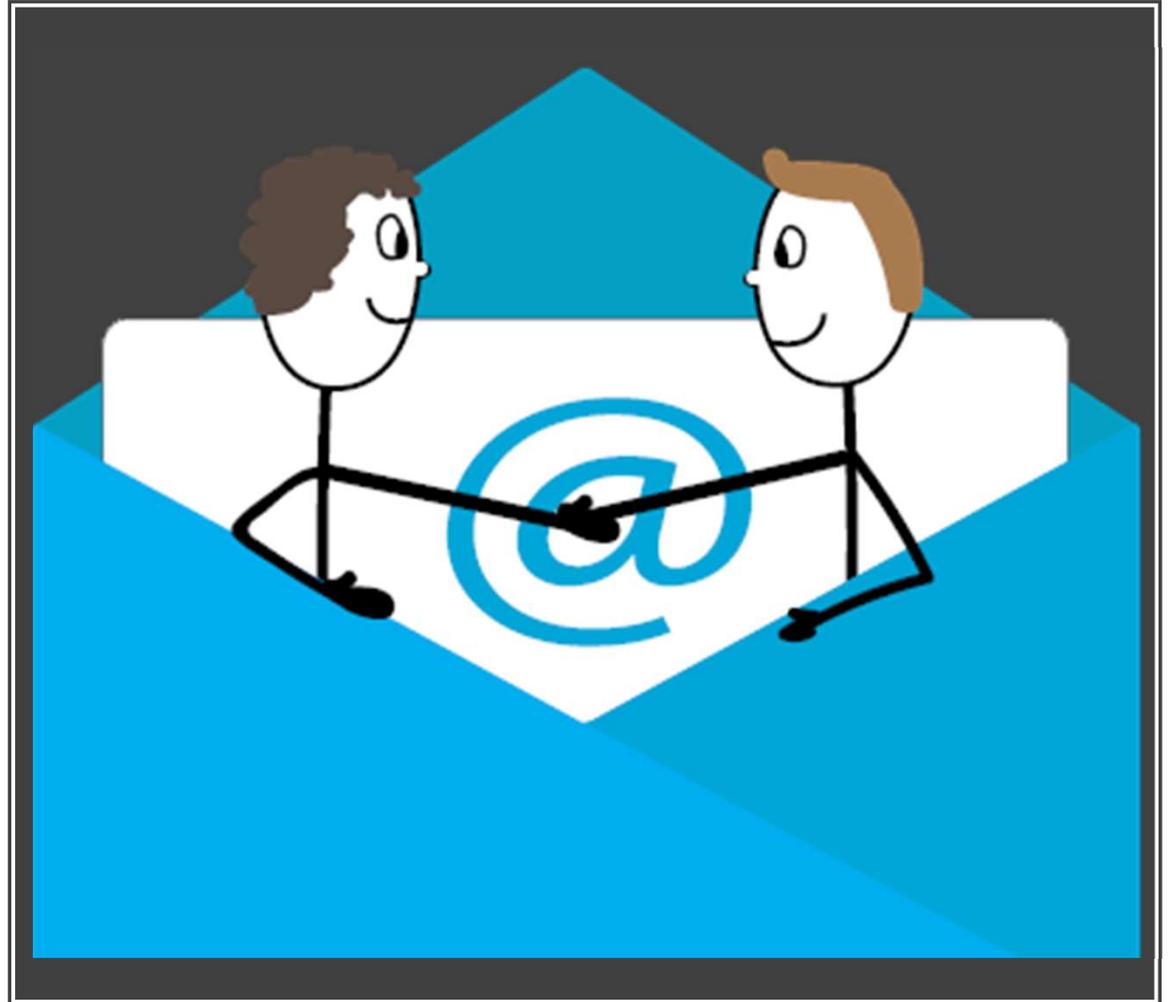


PERSON B

The Helper

SEND AN EMAIL TO BOTH PARTIES

- The purpose of the email is to **make the introduction** and **definitively set up the next step**
- **Reiterate** what each now knows about the other
- State clearly that **Person A will email Person B** to set up a time to talk
- Separately, **send Person B a thank you**
 - never forget: they are **doing you a favor** and making time for Person A



EXAMPLE: SAME EMAIL SENT TO BOTH PARTIES

Hi Anne –

Thank you for agreeing to speak with my friend/sister/colleague/neighbor Kristin about your work with XYZ.

Kristin has just been promoted at ABC Bank and she is now managing two regional lending teams.

I know she will benefit from having a conversation with you about the key things you learned when you led two teams in your last role.

Kristin will contact you to set up a time to talk at your convenience.

Again, thank you, Anne, for taking the time to speak with Kristin. I've told her how busy you are and we both greatly appreciate you making time for this introduction and quick conversation.



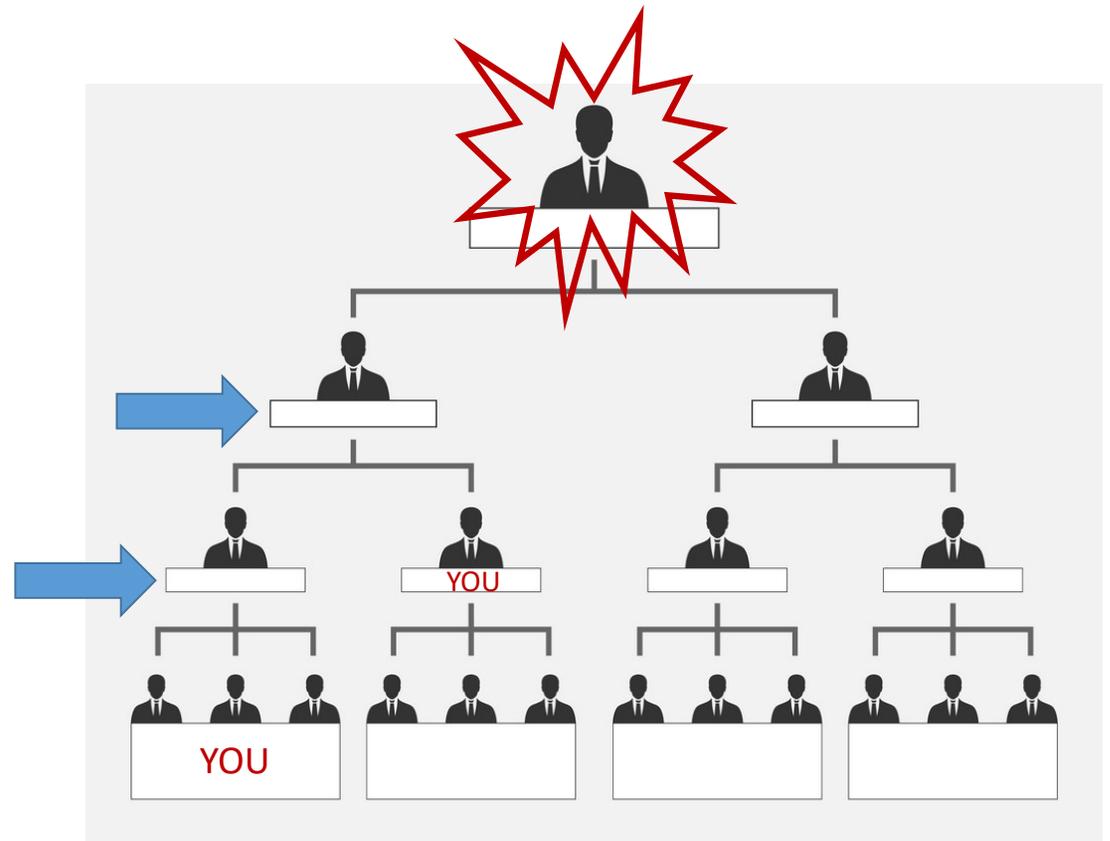
DON'T LOSE TOUCH WITH YOUR EXISTING NETWORK

- Don't forget the people who **already provided advice, support, insight and laughs** along the way
- **Stay connected** with your existing networks through social media
 - Use Twitter or LinkedIn to engage with the content your contacts post
- **Comment** on thoughtful articles they share, and follow up with a quick email to pass along related articles you spot
- **Initiate a get together:**
 - Host a happy hour or Zoom happy hour and invite a few people to join whom you haven't seen in months or years. Your contacts will appreciate your generosity in connecting them to new people, and you'll be top of mind the next time a great opportunity comes their way

Networking with Senior Leadership

Understand and respect the hierarchy in your organization

Work within your appropriate sphere – focus on “one bracket up”





HOW TO MAKE A GREAT IMPRESSION

- **Praise or compliment – meaningfully**
 - “I heard about the sales meeting yesterday and that your forecast is on track for beating last year. Congrats to you and the rest of the team.”
- **Promote your value**
 - “I’m excited about the direction we are taking next year and my team is working on new marketing tactics that will be ready this fall. They’ll drive new customer acquisition and save us 20%, too.”
- **Advocate for someone**
 - This not only positions you as someone “in the know”, it helps establish a reputation that you work for the good of the enterprise, not just yourself



STAY ALERT FOR UNEXPECTED OPPORTUNITIES

Be prepared in case an opportunity arises in which you can network with someone many rungs higher on the organizational ladder



CAVEAT:

- Know your audience, determine appropriateness
 - Timing, environment, business climate, body language



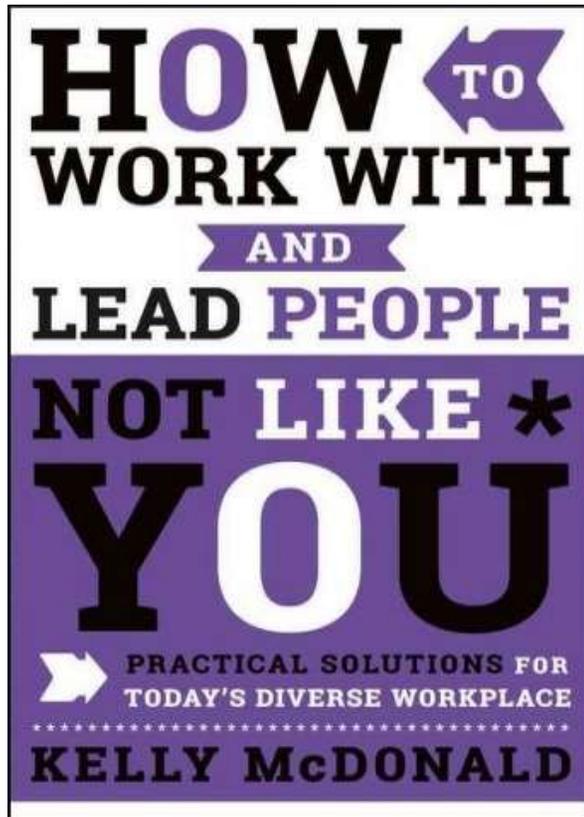


FINAL THOUGHT:

NETWORKING IS **HELPING**

HELPING BEATS SELLING

My Book Can Help



One of the
Top 10
Bestselling Business Books

TIME FOR
YOUR
QUESTIONS

Q and A

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consumer trends, contact
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