

“If I had to name the single characteristic shared by all the truly successful people I’ve met, I’d say it’s the ability to create and nurture a network of contacts.”

Harvey MacKay

“Dig Your Well Before You’re Thirsty”

The Power of Networking

*How to Leverage Relationships
for More Sales and Profits*

Networking Myths

Doesn't Work

Just Happens

Is Immediate

Is a Thing

The Three Dynamics of Networking for Results

CHARACTERISTICS

relationship-based
developmental
reciprocal

SKILLS

business
selling
interpersonal

CATEGORIES

clients
contacts
network

Networking

**The process of
creating & developing relationships
from initial contact
to an ultimate outcome**

Networking Phases

First 5 seconds
Next 20 seconds
Next 2 minutes
Last 5 seconds
Next 24 hours to 7 days
Final result

Networking Phases

The first 5 seconds: T.E.S.T.

T - Taking Charge

E - Enthusiasm

S - Smile

T - Total Focus

Networking Phases

The next 20 seconds: S.A.F.E

S - Situation

A - Activities

F - Family

E - Current Events

Networking Phases

The next 2 minutes: P.P.F.

Prospecting

Presenting

Following Up

Effective Communication

Target Market

Benefit

Result

Networking Phases

The last 5 seconds: **A.C.T.**

A - Accept Responsibility

C - Create an Opportunity

T - Thank the Other Person

Next 24 hours to 7 days

Pro-active

Persistent

Patient

Networking Payoff Areas

Direct Results

Indirect Results

Opportunities

Resources

Relationships

Value-add Options

Weekly Networking Tip

Networking Skills Resources

Draw for 110-pg Special Report

**Every person you meet has
the potential to help you,
to the extent she/he is willing and able.**

**Your mission is
to stimulate their willingness
as you discover their ability
relative to your situation.**

Michael Hughes