Strategic Networking for Success

www.TheMarketingLady.com
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- Networking Strategy
- Networking Etiquette
- Using Social Media for Networking
- Referrals
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Why a Networking Strategy?

Strategic planning is the process of defining goals and objectives then developing strategies to reach those goals and objectives.
Networking Plan

- What is your purpose and desired outcome?
- Who is your ideal target audience?
- Craft an effective 30 second elevator pitch.
- Identify the right networking opportunities.
- Steps to mingle and connect with the right people.
- Follow up strategies to turn contacts into contracts.
Elevator Pitch

Business

I help small business owners *(target market)* who *(challenge they face)* are struggling with getting results from their marketing efforts *(solution you provide)* increase revenue and achieve business goals. *(outcome/results you can help them achieve)*

Career

I am a business-to-business sales executive with HP *(firm’s name)* who specializes in business development *(briefly describe what you do)*. *(Tell what you are looking for or your purpose for networking)* I am looking for opportunities in professional services where I can *(tell what you do best or what you can offer)* utilize my 20 years of helping clients achieve results.
Networking Etiquette

Look and act professional
- Dress appropriately for the event.
- Carry yourself in a professional manner.
- Be polite so that you are perceived as being approachable.
- Firm handshakes and good eye contact

Information/Business Card Exchange
- Exchange information when beneficial to both parties.
- Establish a connection or need before passing out marketing collateral or a business card.
- Ask permission before shoving a flier into someone’s hand.
- Do not give out a business card that is scratched through, bent, or faded.
Networking Etiquette

Politely join and exit the conversation

- Make eye contact with someone in the group to join in the conversation or wait until there is a pause and then join in.
- Don’t monopolize someone’s time. Obtain enough details to determine if you need to exchange information with them.
- Offer to follow up at a later time to continue the conversation.

Step away from the group or person to answer your phone or send text messages.

Follow up in a timely manner with your new contact
Using Social Media For Networking

Connect with Colleagues

- Quality vs Quantity - connect with partners, suppliers, customers and other like-minded professionals.
- Upload contacts from other email accounts.
- Engage in conversation with contacts on a weekly basis.
- Be personable but not too personal.

Brand Yourself

- Ask and answer questions to show off your expertise.
- Launch a Fan Page and Company Page - post relevant information about yourself/company that is important to your audience.
Using Social Media For Networking

Generate Leads
- Make direct contact with key decision makers.
- Define target groups and join.
- Ask for introductions and make recommendations.
- Engage in conversation within groups.
- Research companies or potential customers.
Referral Partner Success

Give Your Best Impression

- Physical appearance
- Marketing collateral
- Websites and social media
- Be professional when networking with them
- One-on-one meetings

Be Likeable

- Read *How to Win Friends and Influence People* by Dale Carnegie or *The Likeability Factor* by Tim Sanders
  - Friendliness – positive attitude
  - Relevance - connect with others' needs and wants
  - Empathy – responsiveness to others feelings
  - Realness – genuine and true
Referral Partner Success

Trustworthiness

- Read *The Speed of Trust* by Stephen Covey
  How to inspire lasting trust in your personal and professional relationships and create unparalleled success and sustainable prosperity in every dimension of life.
- Build trust with consistency in what you offer, education customers about you, use testimonials from happy clients or recommendations from former bosses/colleagues, and gain credibility through your network.
Getting Help

Strategic Networking Coaching

Designed for business professionals and entrepreneurs who want to improve their networking skills and effectively develop relationships that lead to new customers.

STOP BY MY TABLE TO WIN

Social Media Toolkit
- Best practices guide
- Campaign strategy worksheet
- 14 day campaign calendar
- Resource sheet
- 1 hour Social Media Consultation
"Motivated minds networking together can be a powerful force creating desirable outcomes, so surround yourself with the best possible influences while you strive to bring out the best of each other on your quest for constant and never ending improvement."

By SANDRA RENAUX
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