

Business Networking Tip

1. Mutual Presentation

- 1.1. Clearly and slowly pronounced name
- 1.2. Company name and area of expertise ... (scope)
 - 1.2.1. To repeat as needed, otherwise ask for his business card immediately
- 1.3. TIP: excellent eye contact + firm handshake ... THE key
 - 1.3.1. The non-verbal ... speaks louder than verbal...

2. Bait Sentence...

- 2.1. One / two sentences to generate certainly interest in your partner
- 2.2. Ex: I help people to "get to know each better performer"
- 2.3. The goal: to raise the question: "How do you do that?"
- 2.4. My wife is a massage therapist / acupuncture
 - 2.4.1. I allow people to feel better in their bodies so that they get the most of their potential!

3. Energy Transfer ... KEY Networking!

- 3.1. Too many people speak only of themselves!
- 3.2. Once the interest in step # 2, you turn the ball in their court to better target your second level of intervention.
 - 3.2.1. If I go to a car dealership, I ask if he is interested in doubling his/her closing rate
- 3.3. Three generations of networkers
 - 3.3.1. Hunters
 - 3.3.1.1 They only seek quick gains ... and disloyal
 - 3.3.1.2. The 1980-1990 generations
 - 3.3.2. Farmers
 - 3.3.2.1 More patient than the first...
 - 3.3.2.2 The 2000 generation

3.3.3. Attractors

- 3.3.3.1. THE new generation of networkers!
- 3.3.3.2. Condition it will wake up ... When you get out of your car...
- 3.3.3.3. Identify the person who enters your "prospecting radar" ... and put yourself in high vibrations
- 3.3.3.4. Questions for him (he will be pleased AND surprised):
 - What information should I know if I want to refer you to a colleague?
 - What sets you apart from the competition?
 - What are you specific?
- 3.3.3.5. Get out your antennas and "read" your prospect:
- 3.3.3.6. Discomfort / wellness when facing a question / answer
- 3.3.3.7. Read the language of the eyes ... the nonverbal still talking
- 3.3.3.8. Human need: to be RECOGNIZED (To be Significant)

3.4 If the situation allows ... during a long cocktail...

- 3.4.1. Go beyond the FORM...
- 3.4.2. Family: delicate ... read nonverbal reactions
- 3.4.3. Occupation: What do you like most about your job?
- 3.4.4. Recreation: What are your hobbies?
- 3.4.5. Mission: How did you choose this profession?
- 3.4.6. Active listening: hum ... nod ... question with interest

4. The card exchange ... with anchor!

- 4.1. I keep this for the end ... because often a discount card cools the early relationship.
- 4.2. Collects a lot of information quickly
- 4.3. Avoids getting bogged down in details
- 4.4. Helps to anchor the speaker, if the picture is not on his card: brief description, if the picture is:
Details to anchor this person

5. Closing...

- 5.1. The purpose of the contact is to see if we can create a Win-Win
- 5.2. You have to be convinced that you render a service if you want to succeed in business
- 5.3. In life, we have two bags, one for receiving and the other to give
 - 5.3.1. Create activity in the two ... every meeting
- 5.4. If mutual gain is possible, close with a date / time appointment
- 5.5. Possibly a contract ... why not!

GOOD PROSPECTING!

