

The Art of Successful Networking

with Robin Jay

November 18th, 2008

The Art of the Business Lunch ~Building Relationships Between 12 and 2



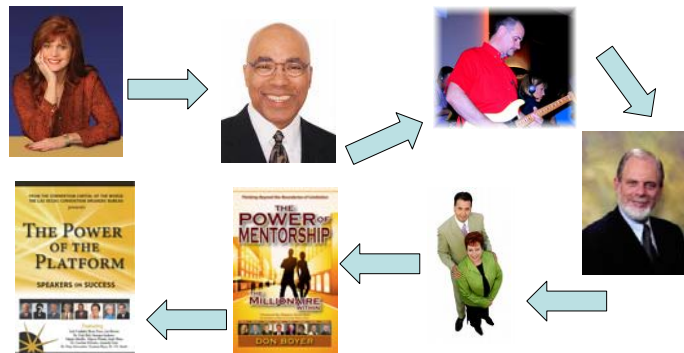
Also in: Arabic, Estonian, Polish & Vietnamese

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How Networking Works



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WHATEVER YOUR GOALS ARE...

Learning to network successfully
will assure your success!

Create **“Wow”** results

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WHY Network?

*People prefer to do business
with people they LIKE*

*If two people want to do business with each other, the
details won't stop it from happening. If two people
DON'T want to do business together,
the details won't make it happen.*

The FRIENDSHIP FACTOR!

Sales trainers

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Your job is to make friends

Why are we reluctant to socialize with strangers?
FEAR of CRITICISM

Charles Clawson III on networking

You'll find networking is easier if you _____!

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APPEARANCES



WHO WOULD YOU PREFER TO DO BUSINESS WITH?

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APPEARANCES

- You only get ____ first impression
- A first impression creates _____.
- It takes ____ for people to get to know you....and you may not always have it!
- You may be kind, caring, wonderful, loving and sweet inside – but no one will want to spend enough time with you to discover that - if your appearance puts them off...we all have certain attitudes about tattoos, height, long hair, etc.
- People have _____.

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CONVERSATIONAL TIPS: BUSINESS *OR* PERSONAL

- QUESTIONS *PULL*
- STATEMENTS *PUSH*
- Whenever possible, put your comments in the form of a question. Then _____
- Maintain good _____
- Acknowledge as you go; _____

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CONVERSATIONS in BUSINESS

3 Parts to any conversation:

1. Introductions...or “small talk”
2. The body of the discussion/business
3. Wrapping things up; no more business

KEYS to effective conversation:

1. _____
2. _____

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“HELLO THERE!” Secrets of Basic Protocol

- INTRODUCTIONS: _____
- BUSINESS CARDS: _____

Emily Post on Business cards:

They are beneficial because they:

INVITE _____

DEFINE _____

PROVIDE _____

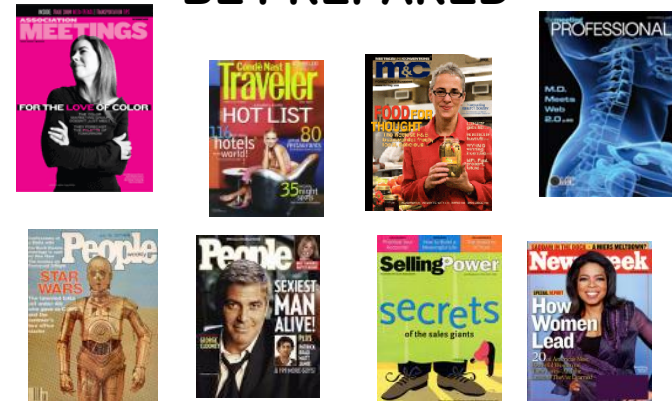
Examine them closely when handed to you
& make _____

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BE PREPARED



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CBS NEWS SUNDAY MORNING



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Getting the Most from NETWORKING LUNCHEONS

- What is the Biggest mistake you can make at a networking luncheon?
- Ask questions; be interested!
- Who do you know who?
- Never be a "Networking Jerk"
- Act as a host or hostess
- A \$10,000.00 payoff or MORE!
- TAKE your business cards – or stay home! (Car)



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The **FUN**-DAMENTALS of BASIC TABLE MANNERS

NEVER TALK _____

NEVER LICK _____

ALWAYS TAKE _____ BITES

NEVER use your napkin as a _____

NEVER draw attention to _____

NEVER pick _____

IS it ever OKAY to order alcohol at a business lunch?

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The RIGHT way to order wine:



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THERE IS NO FREE LUNCH!!!

- NEVER PAY WITH CASH
- GET CREATIVE
- TIP GENEROUSLY



Socialize to Build Your Network

Work with Mentors

Tune into Your Power!

Create Your Financial Independence

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FOLLOWING UP IS EASY!

FollowingUplsEasy.com

The day after a networking event, my desk used to look like this:

NOW.....

Following up is EASY!



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The ART of *Successful Networking*

Thank You ~ MPI NCC



**"The Art of the Business Lunch
~Building Relationships Between 12 and 2"
"The Power of Mentorship"
& "Chicken Soup for the Wine Lover's Soul"**

www.RobinJay.com

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