

Network Like a Pro

Networking Tips



B.O.N.D. (Master Networks Approach)

- Build on common interests
 - Start with “I love those shoes” or “It looks like we have the same taste in drink (glasses, notebooks)”
 - Then explore the person “Where do you live?” “Are you married, have kids?” “Have you lived here long?”
- Occupation exploration
- Needs Discovery
 - “Who would be a good referral for you?” Or “Who is your ideal client?”
- Developing Opportunities
 - “I’d love to have coffee with you to learn more about you and see how we might be able to help each other.”

Elevator Pitch

- Usually 30 seconds (networking groups or chambers)
 - Name
 - Business Name
 - What you do
 - Tag line or how you want them to remember you.
- During key times of the year, tell a quick success story about a student.

Example #1

Hello, my name is Sandy Tutwiler and I own Tutor Doctor of Frisco & McKinney. We specialize in helping students build their confidence through customized tutoring programs that adapt to their needs. We tutor all grades and all subjects including ACT and DSAT test preparation, in your home or online. We are how learning hits home!

Example #2

Good morning, Chamber! I’m Sandy Tutwiler with Tutor Doctor. We had a student enroll with us in late October of last year for help with Geometry. His mom was upset because he was failing geometry and his teacher and school counselor had given up on him and said he could just repeat 1st semester geometry over the summer. I told mom we would try and help him. In just 6 weeks, we went from a 17

to a 74! Our tutor coached him and believed in him. The point of the story — when no one else believes in your child, we will and do!



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