



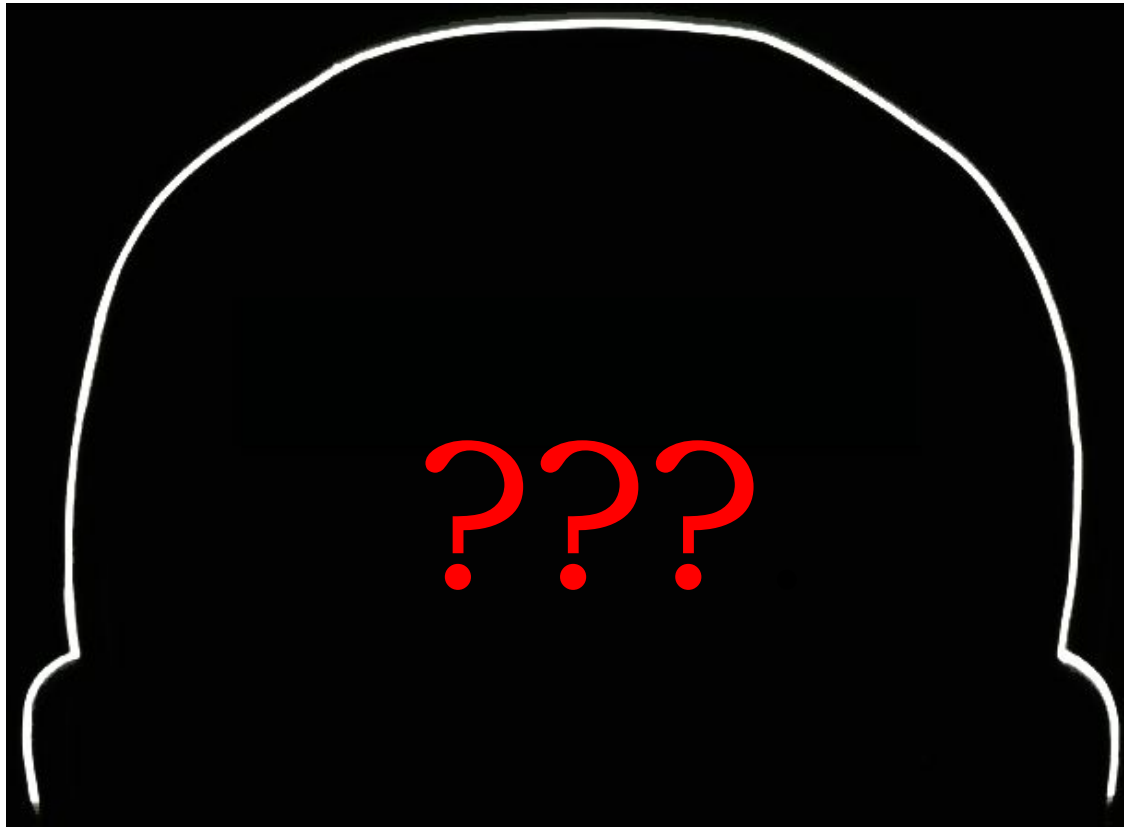
Power of Networking & Relationship Building

LEVERAGING PEOPLE FOR TOMORROW...

Power of Relationships & Networking



What comes to your mind.....
when you talk about Networking &
Relationship Building



Network & Networking

Network:

Groups of people, who talk & share ideas, information & resources

Networking:

Networking is the process of developing & activating your relationship – base is Trust



Why Network

- Extend safety net – no need to reinvent/ re-experiment. It helps to generate unlimited Opportunities
- Seek answers to the issues/problems
- Extension of available resources to build wealth
- Can be successful even as Generalist, no need to be Subject Matter Expert

3S

Survive, Save & Serve.....

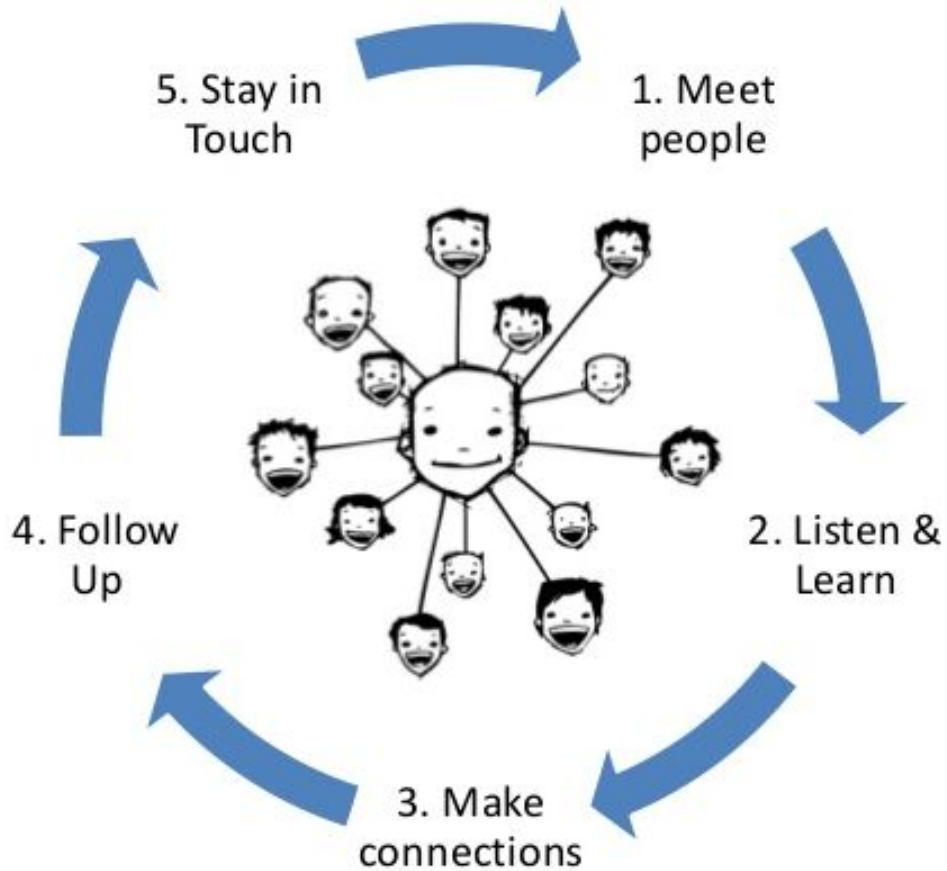


Types of Network

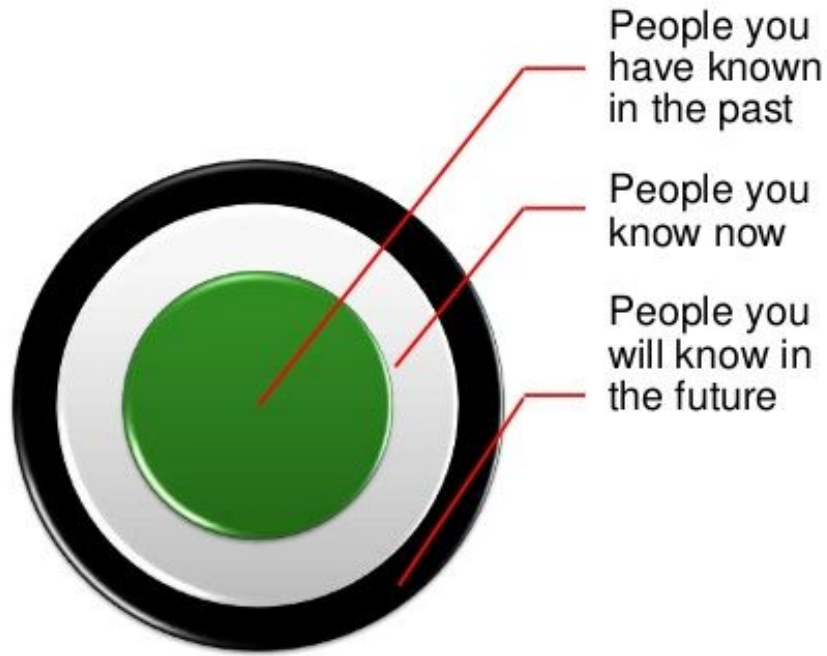
- Professional Associations Networks
- Knowledge Networks
- Social Business Organization Network
- Casual Contact Networks
- Strong Contact Networks
- Community Service Networks



Network Cycle



Define your Network



Number of Network for Relationship

As per research study
the Maximum number
of 150 people with
whom we can maintain
& manage relationship



You must Map your critical/important
network on the basis of Power & Interest

Reasons for Network

Operational – People who can help you get your work done internal & current focused

Personal – People who can help you grow personally & professionally usually external & share common interests

Strategic – People who can help you shape your future goals & direction, may be internal or external & are future oriented

Tactical – People who can help you to get information & intelligence

Where to Start

- Preparation is the key
- Business Networking in person
- Online Networking

Best places to network

- Local Spot
- Family & Friends
- Industry
- Sport/Hobby
- Social Network



How to prepare

- Define Goals – Generating Diverse Resources
- Make them known to your network
- Business Cards
- Join Professional Organizations
- Join Association
- Join Alumni Networks
- Attend Conferences
- Practice & Rehearse



Plan your networking

- ❑ Map your network
- ❑ Identify critical & important connections
- ❑ Get Ahead with Strategy
- ❑ Engage & add value
- ❑ Develop & Grow your network into Relationships



Network is your net worth

Build on Contacts

- Set Goals to identify contacts
- Get to know about your contact
- Follow up for desired outcome
- Invest time & effort to help others
- Nurture network
- Stay in Contact
 - Compliment
 - Ask a Question about issues
 - Make Referral
 - Educate & Appraise



Basic Networking Tips

- ❑ Be Genuine
- ❑ Project Confidence
- ❑ Ask open ended Questions
- ❑ Ask for Referrals
- ❑ Focus on Quality over the Quantity
- ❑ Remember to Thank your partner
- ❑ Repeated Interaction encourages cooperation
- ❑ Make a good eye contact
- ❑ Find common grounds to connect
- ❑ Follow up is must



Introverts & Extroverts

Introverts

- Think, than speak
- Prefer small groups
- Comfortable being alone
- Know a few people well
- Take risk carefully!
- Solitude is catalyst for their creativity
- Focus on one thing at a time

Extroverts

- Speak, then think
- Enjoy being in bigger groups
- Have lot of friends
- Get their energy from other people
- Drive into new situations
- Thrive on surprises
- Good multi-taskers

Starting Conversation

- Wear a Professional Dress or Business Casuals
- Try to mix with a person you don't know..
- Handshake, be firm & Introduce yourself
- Exchange Business Card/Coordinate's
- Smile, relax, show interest & **listen** - show a Positive Body Language
- Be Confident not arrogant, build your own brand
- Ask open questions that works
- Participate in conversation & add value

Starting Conversation

- Stay relevant & contextual, don't assume
- Make sure to pronounce correct names
- Share your views & don't argue, establish a eye contact
- Don't spend too much time with one contact
- Don't be pushy to close deal on the spot
- Be Sensitive to the nature of event
- If not interested in dialogue, step out of circle & walk away

Hubs, Gate-keepers & Pulse-takers

Hubs: are directly connected to many people & as a result, have the ability to disseminate information quickly

Gate-keepers: stands at the intersection between parts of the organization, or area of expertise

Pulse Takers: convert influencers within networks & who are often known than unknown, as they connect with others strategically

Afterwards

- Follow up through Email, phone call, lunch or meet or add contact on LinkedIn
- Be organized in your communication
- Good to be keen.. but not to be over eager or pester
- If you get response, thank them
- Adhere to Social etiquette & do follow up on suggested referrals
- Don't worry about rejections also don't discount people quickly

8 Steps to discover Referrals

- Research the Referral
- Check back in with your referral source
- Meet with the Referral source
- Meet with the referral
- Report back to your source
- Your source gets feedback from the referral
- Your source reports back to you
- Close the deal

Referrals are powerful & the best kind of Business

Meeting someone new.... Do's

- ❑ Offer them your services, if you can help
- ❑ Make it short & sweet
- ❑ Stay professional & give time for rapport
- ❑ Use positive words i.e. challenges
- ❑ Give personal space
- ❑ Remember People



Avoid these casual mistakes....Don'ts

- ❑ Name dropping without knowing how a contact feels about the person
- ❑ Asking personal questions or questions about Salary/Money/Family etc.
- ❑ Not appreciating partner's time
- ❑ Talking bad about your former connections
- ❑ Never directly ask individuals for a job/service contract

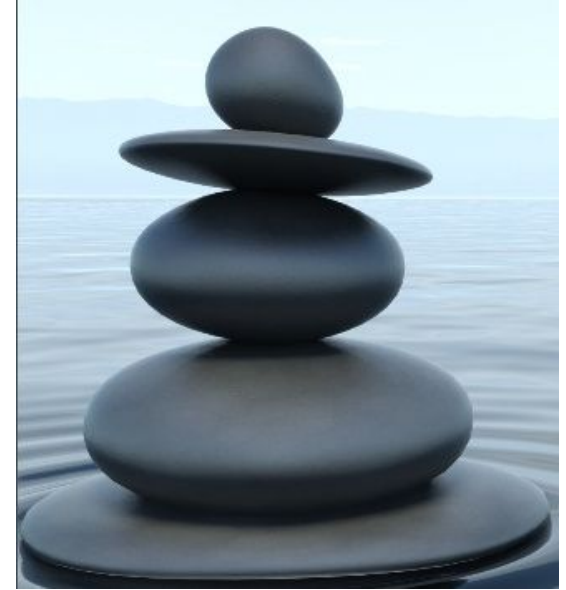
Network to build relationships

- Cultivate the Network with relationship
- Invest time & efforts
- Give first & show generosity
- Look for other's need & serve – go beyond
- Expand your network – connect with people
- It is all about Relationship not Contracts
- Feel comfortable & build ambassadors

Most valuable thing you have to give to people is yourself

Good Relationship must have

- ☐ Trust
- ☐ Integrity
- ☐ Mutual Respect
- ☐ Mindfulness
- ☐ Welcoming Diversity of thoughts
- ☐ Open & Candid Communication



Relationships get stronger when both are willing to understand each other....

In Conclusion

Making Connections is a combination of knowing what you want and who you want it with. It is also a combination of a focused game plan & serendipity .. Jeffrey Gitomer







Contact Us

Email: contact@peoplea2z.com

Twitter: @peoplea2z

LinkedIn: <https://in.linkedin.com/in/peoplea2z-advisory-n-solutions-a52837124>

Facebook: @peoplea2z

Mobile: +91 9810048409