



Employment 1st Employment Now Symposium

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Networking: Establishing, Building,
and Maintaining Vital Relationships

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Networking



First Borns?



Networking



- The Objective?
- Let's Get Started- The Interview
- The Golden and Platinum Rules
- Comfort Zones
- BAT
- Networking events
- Getting Introduced
- Maintaining the Relationship vs Stalking
- Lessons Learned



Networking



The Objective?



The Interview

- Name
- What do they want out of this session?
- Little Known Fact
- Head Shot Portraiture



The Interview

- What was I going after here?



Comfort Zones

- Good or Bad?
 - Nostalgia
 - Status Quo
 - Panic
 - Progress



Networking (The F word)



Networking



- The 5 “SW”s
- Some Will
- Some Won’t
- So What?
- Some are Waiting
- Stop Whining



Networking

- Causes of Networking Reluctance?

- Behavior
- Attitude
- Technique



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Networking



What Can You Really Control?



Networking



Behavior



Networking



Attitude

Networking



The Worst that Could Happen?



Networking Events



Networking Events



- Do's And Don'ts

- Don't

- Over indulge
 - Monopolize or Sell to Hard
 - Wing it
 - Arrive without a Goal
 - Stalk



Networking Events

- Do's And Don'ts

- Do

- Arrive on Time
 - Bring Contact Information
 - Breath Mints
 - Let them go first
 - Have a clear and effective 30 second Value Proposition (Commercial)
 - Disengage Courteously



Networking Events



Networking Events

- Follow up
 - Shelf Life?
 - Platform?
 - Linked In
 - Clear Futures (EFT)



Mind Dump



Networking Referrals

- Are you getting them now and how?
- Value?
- 20-60-20 Rule
- SEAM
 - Stroke
 - Experience
 - Ask
 - Match



Networking Referrals

- SEAM
 - Write yours!
 - Stroke
 - Experience
 - Ask
 - Match



Networking Events



Mind Dump



Networking –Linked In

- The Power of the Introduction
 - Identifying
 - Asking
 - Providing
 - A Story
 - The Value?



Maintaining and Building the Relationship

- Intelligent Relationship Management



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- It's About who?

- Phone (cell or office), Email or Text?

- How Often?

- When you do....What is in it for them?



Maintaining and Building the Relationship

- Intelligent Relationship Management



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—Don'ts?

- How U Doin'?
- Was Up?
- Circling Back
- Touching Base
- Reaching out
- Needed to do some begging today and your name came up!



Maintaining and Building the Relationship

- Intelligent Relationship Management

- Do?

- Bring Something to the table that:

- They may not know

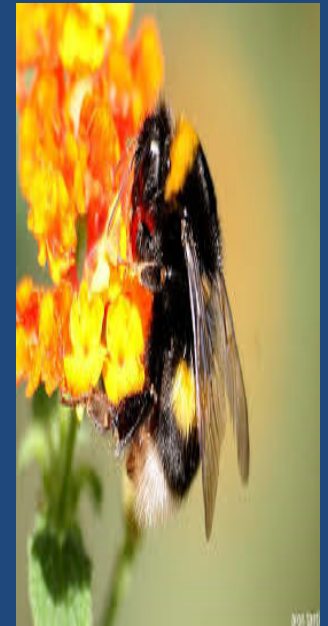
- Helps them perform better

- Changes or Challenges something

- Such As

- Industry news/ Url's

- Testimonials and Success Stories



Maintaining and Building the Relationship

- Intelligent Relationship Management
 - Value?



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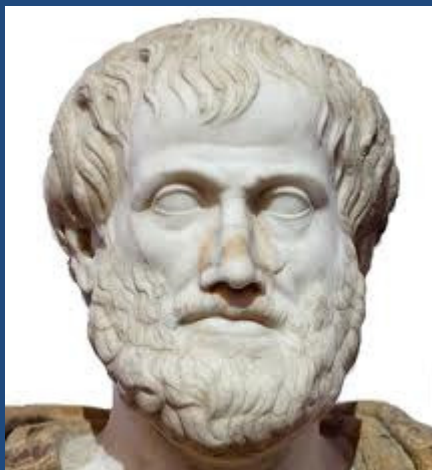
- When they come to Market they will remember you and you get a swing at the plate
- Better Yet... You Bring them to Market and you are Driving the Bus



Next Steps



- Lessons Learned
- What I will start doing WOW (Within One Week)
- What I will stop doing WOW (Within One Week)
- Questions?



Networking



“YOU DON’T HAVE TO LIKE NETWORKING YOU JUST
HAVE TO DO IT” DAVID SANDLER



In Closing



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