How to become an even more effective and confident networker

Presented by: Will Kintish

In partnership with Recanati Business School, Tel Aviv University

[Cartoon image with a man attending a networking event and thinking about creating opportunities and making valuable contacts.]
#Ivebeenkintished
What is Networking?
Your Turn

What?
What is Networking?

- Know
- Like
- Trust

LONG+HAPPY BUSINESS RELATIONSHIPS
How is it done in your country?
Mixing up selling with networking
Your Turn

Why do we network?
Networking.....Why We Do It

Find a new employee for the team
Find out what the competition is doing
Find new suppliers
Find new business
Gain information and increase your knowledge
Get known by others
Get others to know what you do
Hear if a prospect is unhappy with their existing advisors or suppliers
Help others with their business challenges (but don't sell)
Meet new people
Reinforce relationships
Start a relationship
Find a new employee for the team

Find out what the competition is doing

Find new suppliers

Find new business

Gain information and increase your knowledge

Get known by others

Get others to know what you do

Hear if a prospect is unhappy with their existing advisors or suppliers

Help others with their business challenges

Meet new people

Reinforce relationships

Start a relationship
Spotting the ‘Ahaaa’ moment

Ahaaa!

"We've got a real challenge with that."
What does an ahaa sound like to you?
Your Turn
Examples of ‘Ahaa ‘ Moments

• Yes our present advisors are brilliant but...
• We have a problem with…’
• We're struggling with....
• They’re okay
• They don’t look after us like they used to
• They’re fine but our present contact is leaving/retiring
• They're rubbish
• We don't feel we’re getting the right advice
• We didn't know that
• We need to learn more about that
• We’re thinking of....
Examples of more ‘Ahaa ‘ Moments

• Oh no not another accountant/ lawyer/....
• That's interesting tell me more
• We've never heard of that
• We don't understand what we get for our money
• We rarely hear from them
• They’re not very proactive
• They never told us that
• We pay far too much
• Our biggest issue is....
• I might be interested in that
• I could do with some help/ advice on
Your Turn

Fears
Three Fundamental Fears

1. Fear of the Unknown
2. Fear of Rejection
3. Fear of Failure
Or Maybe This...?
Kintish has a word for people like you...

NORMAL
6 Personality Qualities & Traits

Be Enthusiastic
About yourself, your work and the company you represent.
6 Personality Qualities & Traits

2. Be Organised –
i.e. Plan and prepare before attending events
6 Personality Qualities & Traits

3. Be a nice person –
Be friendly, polite, courteous, open and respectful to everyone
6 Personality Qualities & Traits

4. Be generous –
Don’t think “What’s in it for me”
but “What’s in it for you?”
6 Personality Qualities & Traits

5. Be reliable –
To build trust do what you say you’re going to do when you say you’re going to do it.
6. Be persistent –
If you spot an opportunity. Don’t hear “no” only “not yet”
Asking the right questions

Planning and Preparing
Who?
Seminar Today: Topics What....
Where?
When?
Why?
Which?
How?
Further mental exercises

I’m a nice person...

I’m as good as anyone else here

I’m going to spend more time being interested...

I’m going to have a good time!

It’s a Business event so...

Yes, I’m a little nervous but...

I’m going to be friendly

I’m kind, generous and sharing...

I’m looking for the “ahaa” moment...
Critical First Impression

SHINE

Smile
Handshake
Introducing Name
Eye contact
Your Icebreaker = Things in Common

Hosts

Travelled from somewhere

Why are you here?

Weddings and parties

The Venue
Now You’re Ready!

- I’m bound to create some opportunities.
- I’m really looking forward to this.
- I’m going to make some worthwhile contacts.

Premier
NETWORKING EVENING
Introducing: “What do you do?”

“So what do you do for a living?”

“I’m an accountant.. ..I help my client’s become more successful.”
How to be in command and control
You will never see more than 6 types of group:

- Individuals
- Open Couples
- Closed Couples
- Open Trios
- Closed Trios
- Bigger Groups
You will never see more than 6 types of group

- Individuals
- Open Couples
- Closed Couples
- Open Trios
- Closed Trios
- Bigger Groups
Much easier to approach the person on their own
Couples

Closed

Open
Approach open groups rather than closed
Approaching Groups

I wish I was in that group.

Please! Someone talk to me.
Bigger Groups
The Needy Person
Moving on from the Individual

Don’t just walk off.
Offer them an option.
Hunt in pairs as a last resort.
Think “Host”
Rude People

Move on politely

Don’t give them a second thought – just move on

Take the moral high ground

You would not like to do business with rude people anyway!

Do not let them upset you
Questioning the basics

Open and closed questions
Probing and Clarifying Words

Exactly
When you don’t know how to answer
Here he is........
The Small Talk
Where do you come from?
House: roots, accents, names
Business Card:
What do they do?

Moseley & AsCHARTER Peregrine
Aeroplane:
Travel / holidays
Tennis Racquets:
leisure / hobbies
Newspaper:
Current events
Family:
Be sensitive
Their business history
The Present

NOW

"What do you do?"

"Where do you do it?"

"What's your role?"

"How many people…?"

"What do you enjoy…?"

"What's your view on…?"
“Have you always...?”
“How did you get started...?”
“How long has...?”
“Have you...?”
The Future

This is where you are going to spot “The ‘Ahaa’ Moment”

“Where do you see your business going in the next 12-18 months?”
“What happens after this?”
The Follow Up
PICK UP THAT PHONE!
Is this familiar?

They won't remember me.

What am I going to say?

They're bound to say NO!!
This is how it should be.....

I'm bound to get something from this.

We really got on well at the event.

She's expecting my call.
The Kintish Networking Pipeline

More Business Opportunities

Invitations ➔ Meeting People ➔ Building Relationships ➔ Making Calls ➔ Spotting Needs ➔ Asking Questions ➔ Meeting Prospects ➔ Ahaa Moments

The circular flow highlights the process from invitations to more business opportunities through various stages of networking.
In Summary....

“Let the other person do most of the talking. Be a good listener and encourage others to talk about themselves”

Dale Carnegie
For international audiences to learn networking online

Part 1 - The Secrets Of Great Networkers

Course Details
Price: £30.00 plus VAT
Duration: 47 minutes (approx.)
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Part 1 - The Secrets Of Great Networkers

How confident do you feel about networking?

Section 1 - The Benefits of Networking
Section 2 - Your Fears and Concerns
Section 3 - What is Networking?
Section 4 - Your Views on Networking
Section 5 - Getting People To Like You
Section 6 - How Do You Get People To Trust You?
Section 7 - Personality Characteristics of World Class Networkers
Section 8 - Skills of World Class Networkers
Section 9 - The Kintish Networking System
Section 10 - Reactive vs. Proactive Business Development
Section 11 - The Invitation
Section 12 - Where Do You Go Networking?
Section 13 - Planning and Preparation
Section 14 - Summary and Conclusions
Part 2 - How To Work A Room With Confidence

How confident do you feel about networking?
Section 1 - Introduction
Section 2 - Your Fears and Concerns
Section 3 - Surveying The Room
Section 4 - Breaking The Ice
Section 5 - People in Groups
Section 6 - The Rude Networker
Section 7 - Summary and Conclusions
How confident are you about gaining useful results from networking?

Section 1 - Introduction
Section 2 - Questions
Section 3 - Different Types of Conversations
Section 4 - "What Do You Do"?
Section 5 - Getting Down To Business
Section 6 - Summary and Conclusions
Part 4 - How To Follow Up After A Business Event

Section 1 - A Quick Recap on Networking
Section 2 - Business Questions
Section 3 - Business Cards
Section 4 - The End of the Event
Section 5 - Making The Call
  Scenario 1 - No-One Answers
  Scenario 2 - Voicemail
  Scenario 3 - The Gatekeeper
  Scenario 4 - They Answer
Section 6 - Summary and Conclusions
Your Feedback

We will email you on 2nd January
Please fill in the survey and receive.....
Join me on LinkedIn....

...but please send me a personal invitation
Thank you for your time

If you have any questions, please do not hesitate to contact me

willk@kintish.co.uk