



Networking that Works!

An etiquette brief on mixing business and pleasure
by Civility Experts Worldwide

Introduction

Stated simply, networking is about meeting people; people you meet through others or that you approach on your own. People network for a variety of reasons but most often increasing revenue is the ultimate goal. Seasoned networkers know that the positive outcomes of networking are not always instantaneous and that revenue might increase indirectly, for example, through an exchange of leads, an exchange of products or services, and maybe an exchange of intellect or energy. Although many people think that networking is easy, very few people actually do it successfully.

For an expanded lesson plan including activities and answer keys, please visit the shopping cart at www.etiquettetrainingtoolkits.com

Lesson K1L3: Mixing Business and Pleasure (Excerpt)

Some experts say you “do” business between 9-5, but you “build” business after regular business hours.

Many successful entrepreneurs who manage to weather the storms of start-up and overcome myriad fears related to small business fail to succeed to the extent they could because they are terrible networkers!

Terrible networking happens for many reasons, including:

- 1 - a lack of communication skills
- 2 - a tendency towards introversion
- 3 - a fear of public speaking and/or speaking in public
- 4 - a lack of social confidence or maybe being shy
- 5 - a misunderstanding of what networking is
- 6 - a tendency to “work” the wrong crowds
- 7 - a lack of follow up
- 8 - a poor attitude about networking

Make no mistake networking is essential to building a business. The good news is that each of the eight contributors to poor networking skills that are listed above can be overcome. All it takes is a little time and effort.



Think About It

Business Cards in China: one side of the card should be translated into Chinese, the Chinese characters printed in gold, since gold is an auspicious color. Hold the card in both hands when presenting it and never write on someone’s card unless directed to. In China as in Japan, if presenting to several individuals at once, present it to the highest ranked individual first then follow rank protocol.

www.sideroad.com

Ultimately successful networking results in increased revenue, but networking is not a get rich quick strategy, when done properly it is a long-term investment. Networking essentially makes selling easier so when done properly it is more about marketing than selling.

Marketing guru Peter Urs Bender suggests that even when you don’t think you are marketing, you are. He states that “marketing is an expression of who you are...how you conduct yourself and your business. It’s the style or image, and the substance of what you create...it is everything you do to raise awareness and perception of your value.” (Secrets of Power Marketing, Bender/Torok)

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So, answering the phone, or not answering the phone, networking, or not networking, shaking hands or not shaking hands, and even how you dress or don't dress is an expression of who you are. By how you market yourself in networking settings, you are marketing your company, products and services. How effectively you communicate suggests to others how much you value yourself and in turn sends an impression of value for your product and services. Your referral network, everyone who comes in contact with you or your product or service, is influenced by all the things you say and do or that you don't say or do, as well as by your actual products and promotional materials.

Dig your well before you're thirsty. ~Harvey Mackay

The good news is that anyone can become a good networker. In this session we are going to talk about seven steps towards networking success.

It takes twenty years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.

~ Warren Buffet



THINK ABOUT IT:

- Research shows that over half of human communication takes place on the nonverbal level through body language. (www.presentersuniversity.com)
- Experts suggest that only 3 of 10 times people actually follow up after networking situations.
- Research shows that people are 3 times more likely to remember your name if they see it, hear it, and say it, all within a 30 second span—that's one reason why nametags are important.



Terms to Know:

Social IQ: Social IQ is the ability to read a situation and to adapt your behaviour and communication to that situation; “social knowledge”, which includes awareness, ability to interpret situations, knowledge of social expectations, and application/adaptation of those expectations in any situation.

Note the word *networking*. It is not net-eating, or net-partying, or net-playing, it is net-**working** because it's hard work.

HOW TO NETWORK

Gaining Access- Spheres of Influence

Let's say that everyday in the process of minding your own business, you encounter, that is make eye contact with or meet, just new people. That would mean that after ten years in business, most of us have encountered 365,000 people. Add to that all the people we purposely put ourselves into contact with and that number more than doubles.

Now imagine that each of those people you encounter also encounters at least 10 new people a day, never mind all the people he or she already knows. If you were deliberate about “networking” with even 1 new person a day, think about the breadth of network you could create. And, think about the people you already know. If you committed to developing a referral network with even one of those people each day, imagine, how quickly that system would grow.

Networking is about gaining access to spheres of influence, yours or someone else's. Sounds easy enough, but there are hundreds of books and websites on “how to network” attesting to the fact that it's not as easy as it looks.

Network Building versus Referral Building

There is a not so subtle difference between building a network and building a referral system.

Building a network is about making contact: creating associations, making connections- essentially, it is about meeting people. Networking should be a

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mutually beneficial experience, that is, I have the pleasure of meeting you and you are pleased to meet me. We make contact and then we share or exchange other contacts, information, or ideas.

Networking can happen face-to-face, over the phone, or electronically. Because networking is really about making contact, an effective approach to networking is to make contact with many people in a networking setting. In the case of networking, quantity of contacts, sheer volume of interactions is important. You can be a great networking simply by getting out there and making contact.

Building a referral system is not the same thing, it is a sales technique and it's not as simple as networking but once you master it, referral building can be extremely effective.

**Networking is prerequisite to referral building. There are three key components of building a referral system:

- 1 - Gain access
- 2 - Sell yourself
- 3 - Sell others

Referrals are all about mutual benefit. You do something for me (and do it well) and then I do something for you by talking about what you've done for me to someone else. What you do for me may not be providing a service, for example, maybe you spend time brain-storming with me, maybe you follow through when you say you will send me some interesting documents, or maybe you just listen to me when I'm having a bad day. Maybe what you do isn't even for me directly. Maybe you do something for a friend of mine. Through your actions, which of course may include providing an actual product or service to me, you sell me on your credibility, knowledge, ability to communicate concisely or some other not always tangible skill or ability.

Keep in mind, the exchange in a referral system doesn't always happen at the same time. For example, I may do something for you, but your opportunity to reciprocate may come two weeks later.

Here is an example of networking versus referral building.

Example:

Networking: I sell etiquette training. I attend a luncheon hosted by the Chamber of Commerce. I sit next to a nice man who does estate planning and we chat for a bit, he mentions he's traveling to Regina for business next week. We exchange cards and agree to visit each others websites.

Referral Building: A week after the Chamber luncheon I'm having coffee with a friend who starts talking about her parents who are both retiring soon. They happen to live in Regina. I mention that I just met a very nice man (who has a

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great website) who does estate planning and suggest I could forward her his name to pass on to her parents as he will be in Regina next week. When I get home, I email the man I met and cc my friend. Two weeks later I telephone the man just to follow up, touch base, and see how things went.

Six months later the estate planning man is on a plane to Toronto, he is seated next to a woman who is planning a conference and mentions he's looking for a speaker. My new friend suddenly remembers meeting me and that I do conference speeches, he suggests to the woman on the plane, "You know I met a nice woman at a luncheon awhile back, you might consider visiting her web page....."

Social Intelligence

In a *Harper's Magazine* article in the 1930s, Edward L. Thorndike maintained that there are three intelligences: abstract, mechanical, and social. He defined social intelligence as the ability to understand others and "act wisely in human relations." He maintained that social intelligence is different from academic ability and a key element in what makes people succeed in life.

There are a range of current definitions about Social Intelligence and myriad theories about how whether or not you can teach social intelligence, what it entails specifically etc. Some people call Social IQ social skills or social quotient, or interpersonal relation among other things. Some theorists further explain Social IQ as one half of Emotional IQ.

From a civility perspective, Civility Experts Worldwide describes Social IQ as "social knowledge", which includes awareness, ability to interpret situations, knowledge of social expectations, and application/adaptation of those expectations in any situation. Social IQ serves to establish minimum standards of behaviour (including rules and etiquette) for interacting with others in a positive way. Social IQ is about identifying a quality in human beings that makes them capable of understanding what makes their lives worthwhile and makes their society better, during their lifetime and after. Courtesy and Social IQ overlap, because exercising either indicates a consideration for others, a deliberate choice to put the needs of others first, and an awareness of how one's behaviour directly impacts others.

*Social intelligence is in the tradition of wisdom,
not the more current idea of "smartness."* ~ Norman D. Livergood.

If you would like an expanded version of this brief, please visit www.etiquetetrainingtoolkits.com where you can purchase this and 140+ additional civility and etiquette lessons and other materials.