



The Do's and Don'ts of Networking

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What is Networking?

Many people think networking is the development of a system of personal and professional contacts that can be used to gain information and assistance only when needed. In reality, it is much more! Networking is a lifelong process that can enrich us professionally and personally in ways we never imagined. Networking expands our view of the world; helps us take risks and reach new levels of accomplishment; promotes “win-win” situations; and encourages bringing people together in ways that make $1 + 1 = \text{more than } 2$.

Networking provides the structure, support, skills, and strategies needed to bridge the gap between ideas and actions. It can turn strangers into friends and build a world full of people who will take our calls, give us their time, and answer our questions. Networking can be useful in helping us reach our chosen destinations, whether they be making a job change, working more effectively with customers and colleagues, or building our own business.

What is networking to you?

Mapping out your Networking World

Networking is a learned skill built upon the personal values and attitudes inherent in all of us. Networkers know the world is interconnected and that when they give their time, talents, and energy to help others to satisfy needs and reach goals, networkers ultimately end up helping themselves.

Reputation

Your reputation is your calling card and your greatest asset. You build it by being your best and doing your best.

What five skills and two major strengths are you known for in your professional world?



Responsibility

In today's fast-paced, global economy, the ability to take charge, show initiative, make choices, and answer for one's conduct are keys to leading a rewarding personal and professional life. Networkers understand that actions affect outcomes and have learned to deliver what they promise.

To what degree do you deliver on your professional and personal promises?

Relationships

Networkers understand the importance of becoming acquainted with people for who they are, not only for what they do. Establishing a sincere connection between any two people is the foundation of successful networking!

How masterful are you at developing professional and personal relationships?

Rapport

Rapport is based on having a genuine interest in learning about others and their world. Taking the time to learn about the needs of others provides you with an understanding of the common ground shared by you and others.

What are some of your best rapport-creating strategies?

Research

If you keep up on the world around you and current trends, others will seek you out as a knowledgeable resource. Networkers practice professional due diligence. They do their homework because the more they know, the better prepared they will be.

What do you do on a daily or weekly basis to increase your own value as a networking resource?



Networking Assessment Survey

Rate yourself on a scale of 1 to 5 (1 equals strongly disagree - 5 equals strongly agree) for each of the following statements.

- I consistently arrive early to and leave late from networking opportunities.
- I frequently scan the sign-in sheet to learn who's attending.
- I am careful to not spend too much time with any one individual or group.
- I always obtain a business card from people who interest me and write appropriate reminder notes on the back.
- I focus most of my time at networking events on meeting new people and spend limited time with people I know well.
- I have a great interest in others and have masterful listening skills.
- I have excellent relationships with the officers, leaders, and organizers of my networking venues.
- I make requests for introductions to people who these leaders believe are a good fit for me.
- I am specific when I make requests for assistance.
- I believe that networking only begins at the networking event. I go out of my way to set up follow-up networking opportunities on a one-on-one basis.
- I have a personal advisory panel that helps me build my business.
- I am a win-win kind of person and believe that networking is a mutual exchange of information, ideas, and resources.
- When I give something of value, I politely look for a way the other person can help me in return (reciprocity).
- I am very consistent in my networking activities.



- I have a list of centers of influence and strategic referral partners.
- I have a scoreboard to track my networking activities and effectiveness.
- I am first a giver at networking events.

- I usually have a plan for my networking activities.

- My networking strategies are intensively targeted on specific industries or professions.

- I network everywhere.

- I help prospects with their problems even if they cannot be a good leads for me.

- I use the other person's name often in my networking conversations.

- I send thank-you notes and follow up consistently.

- I limit my eating and drinking at networking events.

- I am very confident and comfortable with myself and the value of my services.

- I look forward to attending networking events.

- I have a well practiced 15- or 30-second elevator speech.

- I network with my suppliers and vendors.

- I have specific goals for my networking activities.

- I believe that following up is my responsibility.

- I believe that quality is better than quantity in networking.

- I actively volunteer at civic or nonprofit organizations.

- I focus on being interested versus interesting at networking events.

- I can answer WIIFT - What's In It For Them? - when I meet someone at a networking event?



- I am very focused on a specific set of target markets versus scattered among many.
- I have a large quality network of resources to share with others.
- I use my non-vocational interests as opportunities to network.
- I have met personally with the majority of individuals in my networking group.
- I attend my networking meetings consistently. Out of sight means out of mind!
- I often give speeches to various groups about my area of expertise.
- I often bring other professionals to my networking events.
- I often make the first move in meeting and engaging others in conversation.
- I am masterful at the use of open-ended questions and layering (Who, What, Where, When, Why, How).
- I network with people above me, below me, and sideways from me.
- I am very well read in my area of expertise and in business in general.
- I take a proactive approach to connecting with others.
- I am an outstanding listener.
- I ask the question "How would I know if somebody I know would be a good prospect for you?" on most occasions.
- I focus on others, rather than my needs, at networking events.
- I give many referrals to others.
- I network with people with outstanding reputations.
- I avoid trying to sell people in my network.
- I know who the rainmakers are at the networking meetings I attend.
- I make a good first impression in my attire, manners, and attitude.



- I come prepared with a good pen, business cards, and other materials.
- I know how to escape from long-winded conversations.
- My personal introduction can pass the “So What?” test.
- My cell phone is left in the car or turned off.
- I network when I am busy and don’t need the business.
- I use breakfast and lunch times as opportunities to network. I rarely eat alone.
- I don’t hesitate to ask for help from others.
- I network with successful people of good character.

Strategic Alliance Partners (SAP)

- Are in a position of influence
- Have regular contact with your target audience
- Understand and support the value of your services
- Know, like, and trust you
- Are generous with referrals
- Know your ideal target client
- Provide testimonials
- Have excellent reputations and large networks

List all of your Strategic Alliance Partners.



Centers of Influence (COI)

- Know everyone who is anyone
- Are very social people - they love connecting people
- Are members of elite networking groups
- Are often experts in their fields, often called upon to speak to groups
- Hold community leadership positions
- Are board members of organizations

List all of your Centers of Influence.

Check off all the items below that apply to you.

My networking includes the following:

- The golf course
- Workshops and seminars
- Alumni associations
- Colleagues
- Rotary Clubs
- Kiwanis Clubs
- Chamber of Commerce
- Business expos
- Community service groups
- BNI (Business Network International)
- Athletic clubs
- Leadership programs
- Professional associations
- Religious organizations
- Hobby groups
- Sporting events
- Public-speaking events



- Attorneys
- Accountants
- Realtors
- Financial planners
- Mortgage bankers
- Coaches
- Lions clubs
- Optimist Clubs
- Schools and universities
- Social gatherings
- Industry meetings
- Community events
- Charitable organizations
- Others

Questions and Answers

Barry Demp is a highly successful business and executive coach based in Troy, Michigan. He has over 16 years of experience that have earned him the distinction of Master Certified Coach (MCC) from the International Coach Federation (ICF). He works with executives, small-business owners, and high-potential professionals to help them significantly increase their performance, productivity, profitability, and life balance.

Barry's workshops, seminars, speaking engagements, and customized coaching programs foster a comprehensive and holistic approach to individual and organizational development, assuring practical applications on both professional and personal levels.

His customized coaching programs range from small entrepreneurial ventures to a variety of projects with mid-sized and large organizations, including professional service firms, coaches, consultants, and professionals in transition looking to start and grow their own business.

Barry Demp is the local president of the ICF and spends much of his time helping individuals and organizations master the leadership, management, communication, and coaching skills needed in today's competitive and rapidly changing world. He regularly speaks to groups in Southeastern Michigan on coaching, leadership, management, mastering relationships, sales effectiveness, and life-balance issues.



To contact him for a complimentary discovery session or to develop a customized program for you and/or your organization, please contact Barry Demp at 248-740-3231.

Coaching Candidate Assessment Survey

Please place a check mark next to the characteristics described below that pertain to the coaching candidate. Please fax to Barry Demp at 248-740-3232.

- An optimistic individual with a track record of success who wants to take his or her professional and personal life to the next level
- A business professional who needs to develop and sustain strong relationships with others to produce results
- An individual looking to develop mastery as a leader, manager, and coach
- A professional service provider, such as a coach, consultant, attorney, accountant, insurance agent, and financial advisor, looking to be more successful
- A small business owner who wants to improve teamwork and organizational effectiveness
- An executive or business leader who wants to enhance his or her job satisfaction, effectiveness, and life balance
- A person who wants to improve his or her health and well-being and deal more effectively with career and life stress
- An individuals who wants to enhance his or her use of time in the achievement of professional and personal goals
- A professionals who desires short- and long-range plans for his or her professional and personal life and a support structure to achieve them
- A business leader looking to develop the business skills of his or her staff
- A business professional looking to attract and retain quality customers and talented staff
- An individual highly committed to his or her personal growth and development



- A person open to innovative ideas and operating in new and different ways to achieve success
- An individual who wants to make effective, values-based career and life decisions

For more information on Barry Demp and services provided by the Barry Demp Coaching team, please visit www.DempCoaching.com.

