



## ***Results = Activities***

1. Definition – Networking is an opportunity to meet a large number of people in a relatively short period of time. The goal is for people to get to know what you do and to identify “suspects.”
2. **Networking is NOT selling.** It is gathering information
3. Define Suspects and Prospects
4. Rules:
  - a. Set goals for #s of business cards, permissions to call, and appointments
  - b. Circulate
  - c. Ask questions
  - d. Greet people
  - e. Approach and introduce people
  - f. Make notes on the back of business cards
  - g. FOLLOW UP!
5. Meeting someone specific
  - a. Do your homework
  - b. Find someone to introduce you
  - c. FOLLOW UP!
6. **Golden Rule: Treat others as you would want to be treated**
  - a. **Welcome others into your conversations**
  - b. **Seek out those standing by themselves**
  - c. **When you run out of “chit-chat” – ask why the other person came to the event (what they expect to get of the event) and/or**
  - d. **Ask if you can help them meet someone specific**
7. Measure & track you activity (4 point system)
  - 1 pt – a telephone contact
  - 2 pts – an appointment
  - 3 pts – going to an appointment
  - 4 pts – a sale

*Note: Mr. Nicodemus' handout was not consistent with this PowerPoint presentation. Also, with editing as well as reducing the size of his logo, all the information fit onto a single page.*