



Take the “Work” out of Networking



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Senior Director with Le Boulanger



Who Am I?!



Senior Director of Sales @ Le Boulanger 2014-Present

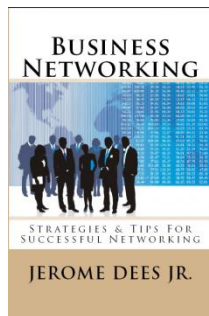
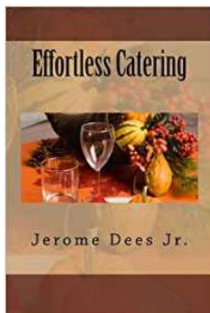
Regional Sales Manager @ ENRGI 2006-2014


The Oaks Conference Center 1996-2003



ENRGI Presidential Award Winner


Oaks of Righteousness Award Winner






To build sustainable relationships, you need to understand your value to others and connect on a level that allows you to show them what that value is.

This seminar will explore a different approach to networking and help reduce the anxiousness that is inherent with “Networking”.






Networking Time!

- Your challenge is to introduce yourself to at least two people.
 - Repeat the person’s name after you hear it “Hi Jerome, it is nice to meet you”.
 - After initial introduction, try to organically use their name twice more.
 - **Ready, set, network!**
 - What can you tell me about the person you talked to?
 - Can the person you talked to add value in your life?
 - Can you add value to theirs? Most importantly, did you let them know...?!
 - How did it feel to interact with complete strangers?
- 




Value Proposition

- A **value proposition** is a promise of value to be delivered and acknowledged and a belief from the customer that value will be delivered and experienced.
 - What is your value to a potential customer?
 - May not be what you think it is...
 - Not always seen by customer, but impacts what we do
 - McDonalds...
- 




Be Confident

“The secret of making dreams come true can be summarized in four C's.
They are Curiosity, Confidence, Courage, and Constancy;
and the greatest of these is Confidence.”
- Walt Disney

- Would you buy from me if I wasn't confident with my approach?
 - Always remember that you offer something that only you can!
 - Remember, everyone else is in the same boat you are at a networking event!
 - When all else fails, fake it till you make it 😊
- 



Find The Right Networking Event!

- Begin with the end in mind...
 - What is the traditional goal of a networking event?
 - What is YOUR goal for a networking event?
 - Is networking right for you?
 - It's ok if it is not!
 - What are you looking for in a networking event?
 - How many events should you do to be successful?
 - Eventbrite. Chamber Websites. Trade Websites. Newsletters
 - Networking Event Profile Handout
- 




Networking Time... Take 2!

- The goal of the next exercise is to give others information about who you are which may not be inferred from your job title.
- At events, most of the time, people will ask you “what do you do”
 - The typical answer is “I am a Teacher or I am a Magician, what do you do”
 - Although this works, maybe there is an opportunity to give people more...
- Your challenge is to introduce yourself to at least two people.
 - This time, you will be introducing yourself as the profession on the card.
 - You are not allowed however to tell the other person what your title is.
 - » Select three things that are important to your card and explain what those are!
- Ready, Set, Network!




Dress The Part

- Would you give me the same attention if I were in shorts and a t shirt
 - Professional appearance can create a positive mental image for a prospect before you even speak to them
 - How would you dress for an interview?
 - Be appropriate for the event. If you aren't sure, ask!
- 




Strive To Add Value For Others

- Food Trucks!
 - How would you feel with a little help in your venture
 - Would you be more or less willing to help me with something?
 - Be the person in the room giving something. Others will be drawn to it!
- 



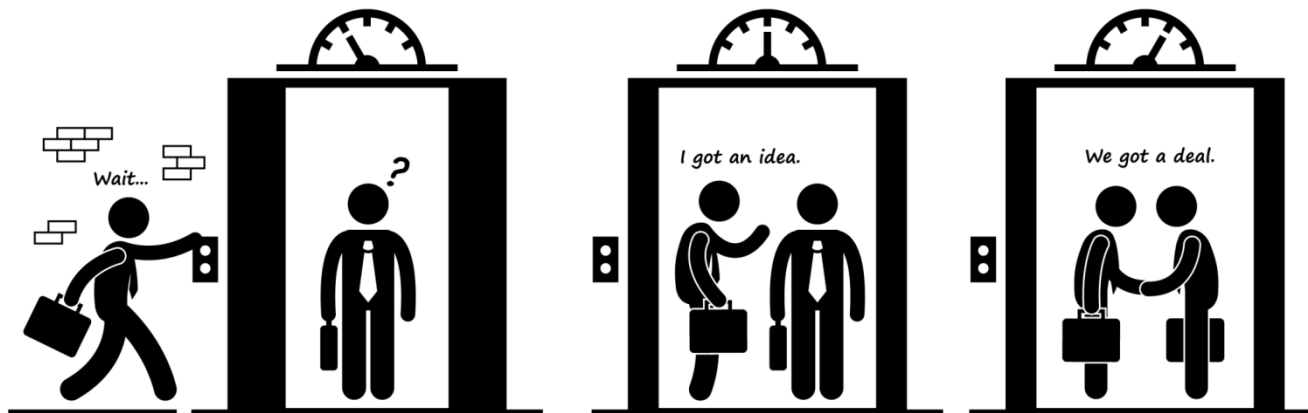
Know Your Pitch!

- You will want to practice, but you don't want to sound robotic
 - The only way to get better is to do it!
 - Spoiler alert, I'm going to make you talk to people again before you leave!
 - You don't have to be aggressive to connect with people (NFTE)
- 


Elevator Pitch

What is an elevator pitch?


Would you be ready to sell to your ideal target?!



Elevator Pitch- Activity!


Dees
Management

Elevator Pitch



My name is _____

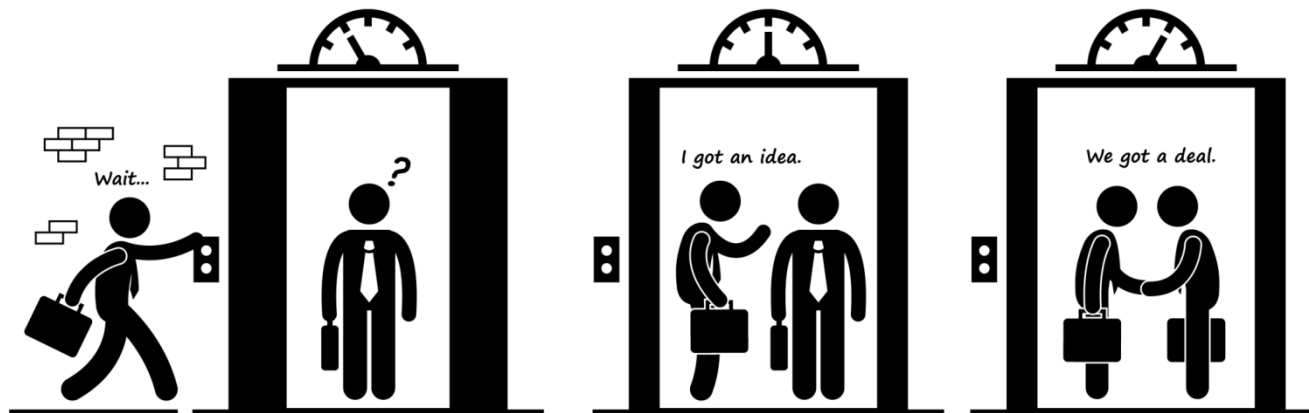
I work for _____

I cover (geographical area is applicable) _____

And I:


This is how I can help your company _____

info@deesmanagement.com www.deesmanagement.com 408-337-9906






People Are People

- Remember, we are all trying to get through our day the best we can.
 - Try to put yourself in their position. Empathy goes a long way.
 - The Golden Rule
- 



You Don't Always Have To Walk Away With A Sale

- Listening is Key
 - Show how you create value for others
 - Build a business relationship, the sale can/will follow
- 



Step Out Of Your Comfort Zone

