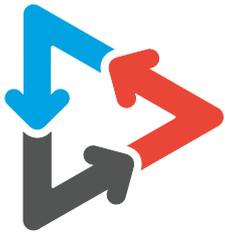




# Business Leaders Boardroom Series 2012

*Helping you succeed in 2012*

**NETWORKING AND RELATIONSHIP BUILDING  
TO ACHIEVE GROWTH**



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## NETWORKING

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Business networking has a much broader perspective and scope than simply talking to people and exchanging business cards. It's more than just going to networking events and conferences or joining networking groups and industry associations.

Networking is fundamentally about establishing and developing ongoing meaningful and beneficial relationships with people. By focusing on how you can help others to succeed and prosper, you contribute to their success as well as your own.

By helping others, they will be motivated to reciprocate by helping you back. It's only human nature!



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## NETWORKING

### Step1. What is networking?

- Do you know if you are really networking?
- What is the difference between selling, socialising and networking?

#### What is your biggest networking challenge?

Could it be finding people to network with in the first place? Or is your biggest challenge committing the time to network effectively?



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### Step2. Why Network?

#### What are the reasons networking is important to your business?

Do you want to grow your business, get more referrals from current business relationships, or are you struggling to attract new clients?



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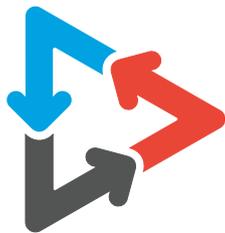
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#### GET THE MOST OUT OF THIS WEBISODE

There will be times throughout this webisode where you will be required to fill in your workbook – so make sure you pause  the video and give yourself time to complete the tasks properly. To get the most value from this wibisode, always be thinking about how the information discussed relates to your business and how you can apply it.



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## NETWORKING

### Step 3. Identify your network

#### Who should be in my network?

Partner with businesses and business people who are most likely, willing and able to refer you. **Consider:**



Think about all the possible partnerships you could form – be creative in your thinking. Make a list of the people and businesses you want to make contact with.

#### Who are my potential referral partners?

Note how they can work for you and your business.



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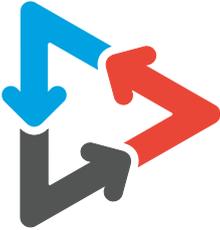
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## NETWORKING

### Step 4. Generating referrals

“What is the most important thing about your business?”

**Key point:** This is the **most important** question you can ask your referral partners. Once you know what that is you will always be able to come back to them on a topic that will make them come back to you!

Take the lead in getting the partnership up and running. You’ll have to provide them with real leads, referrals and potential business before you can expect them to begin feeding you with opportunities.

The **golden rule** in making cross referral partnerships work for you is remembering your partners need business too. They need referrals to quality prospects, just like you do. If you can’t refer business to your referral partner, help find him/her someone who can.

#### HOW WILL YOU GENERATE BUSINESS FROM YOUR REFERRAL PARTNERS?

- Joint marketing and promotion
- Referring clients and referral sources to each other
- Co-hosting seminars and information forums
- Attending networking events together
- Inviting each other to one another’s client appreciation events
- Inviting each other to give a presentation to one another’s management & staff

Are there any other methods you will employ to ensure a steady stream of leads come through to your business?



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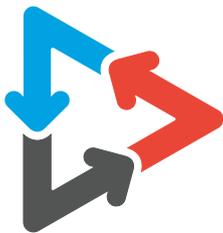
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## NETWORKING

### Step 5. Your business, your strategy

#### Think about what stage your business is at.

Do you need to dedicate a considerable amount of time to generating new referrals? Are you happy with your current business volumes or would you like to take them to the next level?

#### How will you network on a consistent basis?

What approach will work best for your business in its current stage? What about a weekly coffee or lunch with a different referral partner? Or perhaps a weekly phone call? Note other ways you can network on a consistent basis.



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### Step 6. Keeping the connection

#### What are the most effective ways you can demonstrate you are thinking about your referral partners and clients?



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#### TRY THIS EXERCISE

**TEXT MESSAGE:** Choose four names from your list of referral sources – people you haven't spoken to for three months or more – and invite each of them to meet with you over a coffee or a quick bite to eat.

Example:

I just wanted to touch base to see if you'd like to catch up for a cup of coffee and swap updates on what we're both doing. Let me know if you're keen. Best regards.



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## NETWORKING

### Making initial contact

This email template may help you make initial contact with a potential referral partner.



#### SAMPLE EMAIL



Dear [name]

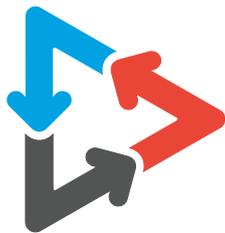
I noted [from your website/advertisement in...] that you currently offer [x] service to [y] people. We are a business that offers [z] services to a similar client base. As we are not in direct competition with each other but offer services that potentially complement and support each other, I wonder if you might be interested in discussing a way in which we could recommend each other's services to our mutual advantage.

I will call you in the next few days to find out if you think this concept has merit and would like to explore the idea further.

Kind regards  
[Your name]

### Here are some useful tips when calling a potential referral partner:

- When you call, tell your potential referral partner you have clients you think may be able to use their services.
- Offer to take them to lunch. Find out what makes for great prospects for their business & how they serve their clients.
- Position yourself as a resource for those types of clients and referral partners.
- Ask them: "How would I know when I run into a good prospect for your business?"
- Ask them: "How would I know when I run into a good referral partner for you?"



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## NETWORKING



### Step 7. Staying on track

It is important to connect with new people as regularly as possible while staying in touch with those you've already connected with. To do this you will need to be focused, targeted, deliberate and proactive.

**Keep your momentum – put yourself out there everyday.**

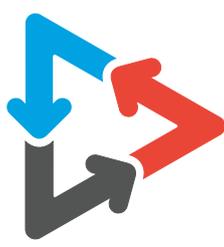
Staying in touch is more important and more valuable than making the initial contact.

### NETWORKING & RELATIONSHIP PLAN

**My list of 20 contacts** – types of businesses or names of people that you don't yet know:

- |          |           |           |           |
|----------|-----------|-----------|-----------|
| 1. _____ | 6. _____  | 11. _____ | 16. _____ |
| 2. _____ | 7. _____  | 12. _____ | 17. _____ |
| 3. _____ | 8. _____  | 13. _____ | 18. _____ |
| 4. _____ | 9. _____  | 14. _____ | 19. _____ |
| 5. _____ | 10. _____ | 15. _____ | 20. _____ |

Reach out to each of these 20 contacts using either text or email and comment favourably on something about them. You can use the examples from the previous section. Once you have built relationships with any of your **20 contacts** be sure to replace them with a new one and keep this going!



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## NETWORKING

### NETWORKING & RELATIONSHIP PLAN

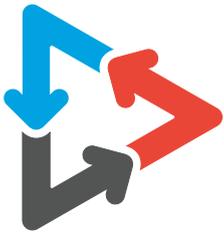
My list of 80 contacts – people that you have done business with in the past:

1. _____	21. _____	41. _____	61. _____
2. _____	22. _____	42. _____	62. _____
3. _____	23. _____	43. _____	63. _____
4. _____	24. _____	44. _____	64. _____
5. _____	25. _____	45. _____	65. _____
6. _____	26. _____	46. _____	66. _____
7. _____	27. _____	47. _____	67. _____
8. _____	28. _____	48. _____	68. _____
9. _____	29. _____	49. _____	69. _____
10. _____	30. _____	50. _____	70. _____
11. _____	31. _____	51. _____	71. _____
12. _____	32. _____	52. _____	72. _____
13. _____	33. _____	53. _____	73. _____
14. _____	34. _____	54. _____	74. _____
15. _____	35. _____	55. _____	75. _____
16. _____	36. _____	56. _____	76. _____
17. _____	37. _____	57. _____	77. _____
18. _____	38. _____	58. _____	78. _____
19. _____	39. _____	59. _____	79. _____
20. _____	40. _____	60. _____	80. _____

### TIP

When writing down your 80 contacts, consider existing and past clients, people who have referred business to you, leaders of industry or business associations and others who are important to your business.





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## NETWORKING

**Make keeping in touch with your top networking contacts part of your everyday routine.**

Staying in touch personally is one of the most important parts of networking. Each day introduce two people.



### SAMPLE EMAIL



Hi [Frank]

I think you should meet [Chris Johnson], [CEO] at [company name]. Chris, I think you should meet [Frank Harper], a guru in [area of expertise]. Based on your mutual interest in on-line collaboration [or what may interest them], I think it would be worthwhile for you guys to connect. If you think there's some relevancy, give each other a shout. Here are your respective email addresses [business not personal], I'll let you take it from here.

Enjoy.

Best regards  
[Your name]

**The most effective way to build your network is to help other people build theirs.**

Each day send a piece of business-related information or news to one of the names in your contact list shown on the previous page.



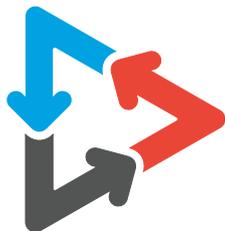
### SAMPLE EMAIL



Hi [name]

I just saw this article today about [one line description] and I know this is important to you. I was wondering if you'd seen it and what you thought about it.

Best regards  
[Your name]



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## NETWORKING

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### Daily networking activity

Each day, reach out with a personal message to a member of your network with a phone call, email or text message to:

- Say thank you for their business
- Show appreciation
- Console
- Congratulate
- Compliment
- Recognise
- Say happy birthday, happy anniversary, and all the best for the festive season.

**Personal relationships are still at the core of business success.**

### Make the most of your investment in networking and the relationships you build

- Keep expanding who you know
- Follow up by being helpful
- Keep in touch by being helpful
- Remind your network of what you do in low-key ways
- When appropriate, ask for favours, introductions, support

### ADDITIONAL NOTES:

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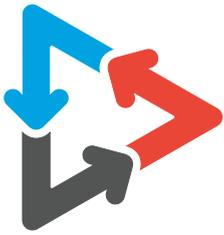
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## NETWORKING

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### THANK YOU FOR WATCHING

That concludes the networking webisode. Stay tuned for more ANZ workshop webisodes in the near future. Thank you for watching.

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