



## Putting the "Working" in Networking

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## Introduction

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# Agenda

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- Preparing to Network
- Working a Room
- Creating Conversations
- Maintaining Relationships

# Principles of Effective Networking

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- Business development is the natural outgrowth of developing authentic relationships and helping people solve problems
- Development of relationships involves an authentic reason or objective and a definitive next step
- Every networking activity should have a purpose
- Effective networking conversations employ the Platinum Rule




## Preparing to Network

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# Your Network

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- **Prospects:**
    - Any person who can/will buy legal services... now or at some relatively near point in the future
  - **Connectors:**
    - Any person who knows people who can/will buy legal services... now or at some relatively near point in the future
    - Any person who knows people who know people
  - **Alliance Partners:**
    - Any person who sells complementary services or offerings who shares your target market focus
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- **"A" Level Contacts**
    - Generally spend the most time and resources
  - **"B" Level Contacts**
    - May be high potentials that can become A's but not certain
    - Selective investment of time and resources
  - **"C" Level Contacts**
    - Spend the least time and resources



## Your Desired Relationships

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- What are the criteria for your “A” level prospects and connectors?
  - What issues, problems and opportunities do they have?
  
- What might their typical positions be within their organizations?
  
  
- What industries are they in?
  
  
- Is there a particular geography where you might want to focus?

## Where to Network: Associations

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- Get involved in associations to which your Prospects and Connectors belong
- Create relationships with the leaders of the association
- Get involved in the organization – leadership position or committees
- Look for ways to develop visibility and credibility



## Where to Network: Events

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- Participate in events at which Prospects and Connectors will be in attendance
- Look for “high contact” opportunities
- Have an objective for every event you attend
- Research who will be at the event
- Seek out visibility and credibility raising opportunities
- Create a “Wrap-Around” event
- Look for authentic reasons to stay in touch
- Follow up!

## Where to Network: Articles and Speeches

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- Purposes of articles and speeches:
  - Visibility
  - Credibility
  - Relationship development
- Placement where Prospects and Connectors will see you
- 3-for-1 Strategy

## Where to Network: Alliance/Team

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- Internal and external alliances
- Same target market
- Complementary skills and expertise
- Mutual interest in joint networking
- Look for joint problem solving opportunities



## "What's New?" Messaging

- What's new?
- What are you working on?

	<b>Example</b>	<b>My What's New</b>
<b>Personal News</b>	<ul style="list-style-type: none"> <li>- Subject Matter Expertise</li> <li>- Upcoming events</li> <li>- Personal updates</li> </ul>	
<b>Recent Developments</b>	<ul style="list-style-type: none"> <li>- Client Developments</li> <li>- Case Developments</li> <li>- Deal Developments</li> </ul>	
<b>Current Work Projects</b>	<ul style="list-style-type: none"> <li>- Interesting cases/matters</li> <li>- How you are spending your time</li> </ul>	
<b>What's New at the Firm</b>	<ul style="list-style-type: none"> <li>- Recent appointments</li> <li>- Upcoming events</li> </ul>	
<b>Looking Forward</b>	<ul style="list-style-type: none"> <li>- What's on the horizon</li> <li>- What excites you about the future</li> </ul>	



## **Working a Room and Creating Conversations**

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## Tips for Good Conversation

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- Ask questions with child-like curiosity OR with the eye of a reporter
- Ask open-ended questions
- Maintain a general knowledge of big news events
- Have a handful of topics at the ready
- Avoid controversial topics
- Prepare for specific conversations
- Pay attention to body language and non-verbal cues



## “Working a Room”

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- Find out who is attending before the event
- Determine an objective for the event
- Rule of “3 Good Contacts”
- The Magic of “1’s and 3’s”
- Engage in “activity” vs. standing around
- Stand in the longest drink line
- Make an observation or ask a question
- “2-Second Rule” for business cards
- Come early and stay late
- 300 Yard Refrain



## Exiting the Conversation

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- "I have enjoyed meeting you."
- If necessary, excuse yourself to make a call, get a drink or use the restroom
- Introduce or ask for an introduction
- If want further interaction, ask for a business card and set a definitive next step

## Creating Conversations: People You Know

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- Re-Entry
  - Authentic reason to call
  - Invitation to something
  - What's New?
  
- Fear Buster
  - Authentic acknowledgment
  - Communicate goal/vision
  - Ask for opinion/advice
  - If you were me...

## Creating Conversations: People You Don't Know

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- Party Talk
  - What brought you here?
  - What is your relationship to host?
  - Quick Pitch - Generic
  
- Schmooze
  - What brought you here?
  - What do you hope to accomplish?
  - What do you do? For whom?
  - How I can help?
  - Quick Pitch - Business

## Creating Conversations: Networking Event

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- What brought you here?
- What do you do? For whom?
- Who are some of your biggest clients/customers?
- What do you find most challenging about your job?
- What aspect of your job is most rewarding?
- What major projects are you working on?

# Creating Conversations: Random Prospect

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- Icebreaker
  - What brought you here?
  - What is your relationship to the host?
  - How often do you fly?
  - How long have you been a fan of. . .?
  - What do you think of that book?
- When you are not (doing what you are doing at the moment), what do you do for your profession?
- Use "Networking" questions
- If appropriate, seek a Definitive Next Step



## Maintaining Relationships

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# Your Contact List

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Name	Company	P, C or A	A, B or C	Last Date	Next Date



## Selling Plans for A, B, C's

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<b>Time</b> <ul style="list-style-type: none"><li>- 1 minute</li><li>- 1 hour</li><li>- 1 evening</li><li>- 1+ days</li></ul>	<b>Frequency</b> <ul style="list-style-type: none"><li>- Monthly</li><li>- Quarterly</li><li>- Semi-annually</li><li>- Annually</li></ul>
<b>Money</b> <ul style="list-style-type: none"><li>- \$1 Date</li><li>- \$10 Date</li><li>- \$50-100 Date</li><li>- \$500+ Date</li></ul>	<b>Activity</b> <ul style="list-style-type: none"><li>- Article</li><li>- Newsletter</li><li>- Coffee</li><li>- Meal</li><li>- Entertainment</li><li>- Fitness</li></ul>

# Your Selling Plan

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Category	Time/Frequency	Money	Activities
A			
B			
C			



## Staying in Touch

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- Meals – Breakfast/Lunch Dinner
- Coffee/Drinks
- Sporting Events
- Alumni Activities
- Charity Events
- Arts/Culture Activities
- Family Friendly Events
- Educational Activities
- Scheduled Phone Calls
- Ask Opinions
- Articles/News Distribution
- Firm Content
- Offers to Help without Obligation



## Conversation Preparation

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- Personal objectives
- Key messages
- Questions
- Outcomes and "Definitive Next Steps"



## Summary

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## Action Plan

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- What two things occurred for you today as important that you want to try or implement?



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