



Professional Networking and MPC

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What is Networking?

- Networking - the exchange of information or services among individuals, groups, or institutions; *specifically* : the cultivation of productive relationships for employment or business



Why is Networking Important?

- Roughly between 70-80% of jobs are obtained through personal networking
- “Hidden Job Market”
- The best jobs are rarely the ones advertised
- Employers know that the best candidates are likely to be those referred to them by word of mouth

Basic Networking Components

- Know your goals
- Who to network with
- Where to network
- Providing value - What can I offer each person?
- Follow Up



“Setting *goals* is crucial, because it determines how you prioritize your networking energies. Where do you want to go? What do you want other people’s help in doing?”

- *Danny R. Faught*

Know Your Goals

- What are you wanting to accomplish from networking?
Examples:
 - A better job
 - Change careers
 - Advice
 - Sales
- Define exactly what you are seeking to yourself, or it will never sound clear to the person you’re trying to connect with.
- Once you know what you want, the easiest way to get it is to become a value provider.

Develop a Plan

- Define your objective
- Focus on what you want to achieve and how people can help you
- Make a contact list
- Who are you trying to connect with?
 - Existing contacts
 - Finding new contacts
- How are you going to meet people?
- Work out your positioning
- Think about what you can offer networking partners in exchange



Poll Question

Are you currently registered for and/or using My Professional Center (MPC)?

- A) I am NOT registered for MPC
- B) I am registered for and use MPC
- C) I am registered, but rarely use MPC
- D) I can not register for MPC bc my certification is not current

Types of Networking

- Online networking
 - www.myprofessionalcenter.com
 - www.konnects.com
 - www.bni.com
 - www.linkedin.com
- Face-to-face networking
 - Networking events
 - Business events
 - Social and Cultural events
 - Seminars
- General networking
 - Friends and family
 - Professional contacts
 - Anyone!



Poll Question

Do you feel comfortable networking?



- A) Yes
- B) No
- C) Somewhat

Who to Network With

- Make an initial contact list - who do you already know?
- How have they helped you and how have you helped them?
- Who would you like to know?
- How are you going to connect with them?
- Need to find new contacts? Identify organizations, events, professional groups and social clubs whose members meet your profile characteristics, and get involved.

Where to Find Networking Groups and Events

- Business Journal
- Local Chamber of Commerce
- Local newspaper
- Online
 - Search engines
 - Open membership clubs
 - Ex. www.allnetworkevents.com
 - Private membership clubs
 - Ex. www.bni.com

Networking Event Advice

- Dress professionally
- **BE PREPARED!**
- Develop a "personal commercial"
- Know how to engage people
- The more information you have, the easier it is to establish rapport and build relationships

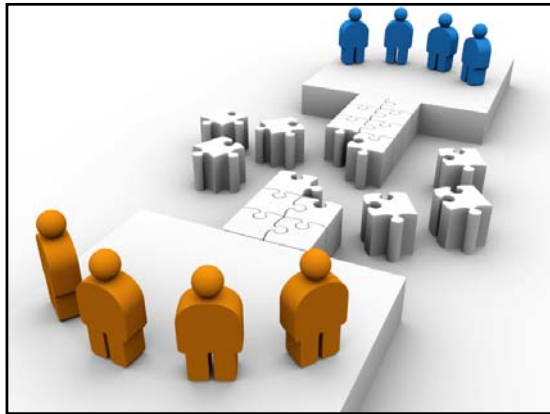


“Everyone goes to a networking event to better themselves in some way or another. **Make sure you’re prepared to help someone else get better**”

- Jeffrey Gitomer

Providing Value

- How can I make people better as a result of connecting with me?
- Find out how you can help them get what they want, are you compatible?
- Give before you take
- Examples:
 - Give them a new business referral or lead
 - Invite them to an event they might think worth their while
 - Introduce them to people they could benefit from
 - Send an article that might be of interest



“Making connections is a combination of knowing *what you want*, and *who you want it with*. It’s also a combination of a focused game plan and serendipity.”
- Jeffrey Gitomer

What Do I Say?

- It is important to structure your networking conversation
- Be yourself, but don’t just try to get leads or contact names
- Here are some basic steps:
 1. Introduce yourself and establish rapport
 2. Ask questions to learn about the person. The more information you know about them the easier the next step will be.
 3. Create a connection between the two of you
 4. Suggest a future meeting
 5. Wrap up the conversation and offer your assistance to your new contact.

Building Rapport

- **Rapport** - relation; connection, esp. harmonious or sympathetic relation
- Approach will vary based upon situation
- Ask questions that will engage your partner and create dialogue. Make them talk about themselves and look for a mutual interest or something personal to connect with.
- Use this as a way to set appointments – “lets get together and finish this discussion..”
- Budget the time you spend on rapport, but know the best way to win the connection is to win the person first

Networking Tips

- Be Genuine
- Ask Open-ended Questions
- Ask for Referrals
- When it comes to contacts you want quality over quantity
- Always remember to thank your partner
- Repeated interaction encourages cooperation
- Project confidence
- Make good eye contact
- Find something in common and connect
- Don't wait until you need something to build relationships
- Go where your customers and prospects go, or are likely to be
- Follow Up

Networking Mistakes

- Name-dropping without knowing how a contact feels about the person
- Talking bad about your former employer
- Asking personal questions or questions about salary/money
- Not appreciating your partner's time
- Never directly ask individuals in your network for a job

Conclusion

- Remember to stay in touch
- Sign up for MPC
- Webinar on *Professional Job Hunting Using My Professional Center* on December 18, 2008
- If you are taking this for CE credit take online exam