

Networking for Effective Engagement

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Small Talk, Big Results

The Bumper Sticker
What do you do?
How do you help?
Tagline alternative?
5-10 seconds



Create Your Bumper Sticker!

I help _____

(your niche/target market)

With _____

(problem(s) with benefits)

Elevator speech expansion

(for formal networking presentations or to add in conversation)

When they work with me, they: (benefits)

This results in: (outcomes)

Name-Company-Tagline

Listen Reflectively
Empathize
Agree
Partner

Top 7 Networking Tips

1. Networking is about relationships.

Strangers are friends you haven't met yet!

2. Network primarily with your "target market" or potential strategic partners.

3. Break the ice by warming up your questions:

a. Make a comment on something you both can observe

"I notice you have an iPhone."

b. Next, make a transitional comment that offers a personal tidbit
"I've been using a Blackberry for years, but I'm considering an iPhone."

c. Follow with an open-ended question (one that can't be answered with "yes" or "no")

"What do you like about the iPhone?"

4. Listen for their "pain" and how you can help. Follow up. Set up a coffee meeting.

5. It is better to receive than give—when it comes to business cards.

6. Don't lead with business. When they ask, *"What do you do?"* use a "bumper-sticker."

7. Be honest. Be a little vulnerable. Be authentic.