

Phil Cicio

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### Networking is about building relationships







#### **Networking Basics**

Networking must be:



- Mutually Beneficial
- Give and Take
- Win/Win

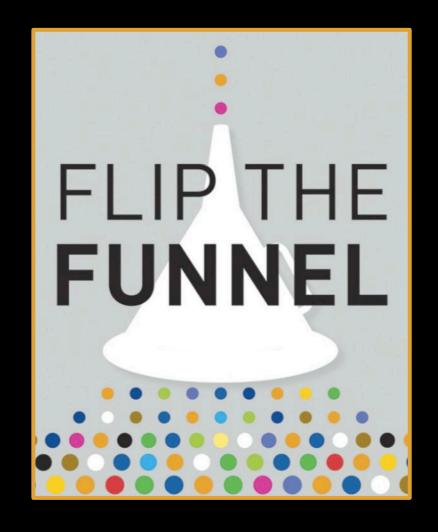
Networking is not...

- Being a Smooth Talker
- Giving a Sales Pitch













#### What to do at networking functions

Meet 3 to 4 new people Be sincere and open...Smile!

Connect with a person of influence

Use the persons name







#### WHEN YOU FIRST MEET SOMEONE

Let them speak



Be brief when answering questions about yourself

Ask them open-ended "feel good" questions

Express sincere interest in what they are saying





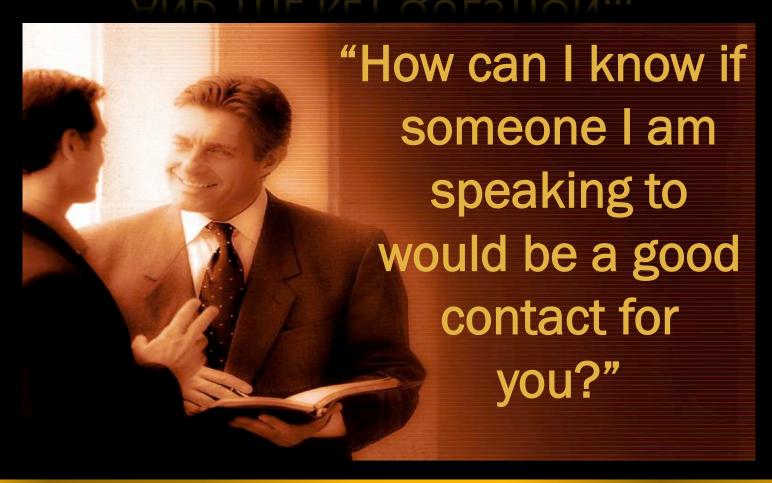
#### A FEW "FEEL GOOD" QUESTIONS

- 1. How did you get started in your line of work?
- 2. What do you enjoy most about what you do?
- 3. What do you see as the coming trends in your industry?
- 4. What advice would you give to someone just starting out in your industry?
- 5. What separates your company from your competition?





#### AND THE KEY QUESTION...







### Asking for referrals

ONLY after you have built a relationship







#### **NETWORKING TIME**









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