

WELCOME

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Networking Reality:

Ready, Fire, Aim?

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Rate Your Networking Results

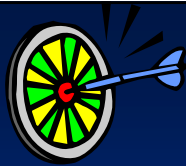
- Number of meetings/week?
- Typical audiences?
- Do you *really* benefit from networking meetings?
- Could your results be more efficient and effective?

Typical Networking Scenarios

- Meet lots of people
- Activity oriented
- Great elevator pitch, but no real help
- Frustrated with how best to maximize the benefits of networking (for me and others)
- Should I continue to attend?
- How can I improve my results?

Improve Your Results

1. Allow others to assist you with leads, **referrals & connections**
2. **Invest** time to develop a “networking relationship” to benefit you and others



Ready, Aim, Fire

Improve Networking Results

Focus on your Target(s)

Pay it Forward

HOW?

- Hold back the resume when networking
- Consider a “Handbill” or “Marketing Plan”
 - **Summary**
 - Words which others can better grasp **your background**
 - **What you are looking for**
 - **Specific** target companies where you need or want a name or connection
 - Tangible document leads to **better follow-up**

Handbill Format

- Contact info
- Definition of who you are and some past key accomplishments
- Experience
 - Companies, Industries, Position Titles
- Define target locations, positions, companies

One page and back of page if need more room

Sample Handbills

- Template
- Other's
- Gene's

Questions?

Then, on to step 2....

Improve Your Results

- ***Investing*** time when networking
- ***Focus***
- ***Quality*** is more important than quantity

Networking Tips

- Attend networking meetings
 - Look for unique opportunities to network
- In each meeting, identify a few individuals for follow-up (*)
- Call & invite for coffee or breakfast
- Become more acquainted, gather more info
- *Contact info transforms into referrals and valuable connections!*
- *And, you will be “paying it forward”, too!*

Summary

- Consider developing a handbill or marketing plan
- Invest time networking
 - Better Focus and Results
 - Pay it Forward Opportunity

Questions?

Thank You!

Target Identification Process

- Access to Public Library?
- Reference USA Database – Free*
- Search for Targets:
 - SIC Codes
 - Business Type
 - Location
 - Size
- *Download 25 at a time

Target ID Suggestions

- Determine targets for your situation
- Do some research
- Add to your handbill or marketing plan
- Consider “LinkedIn” to learn more

Words of caution:

- Data could be out of date
- Keep the focus on your targets
- Avoid distraction

Steps

- Login to Reference USA
- Select US Businesses
- “Custom Search”
- Review and Select Criteria
 - “Business Type” using key words, then enter SIC Codes
 - “Geography” Options
 - “Business Size” (EE's or Sales \$\$\$)
 - “Ownership” Options
- “Update Count”
- “View Results”
- Analyze List
 - “Details”
 - “Download” 25 at a time

Questions?

***Thank You,
Again!***

