Networking for Results

Created for a special group at IFMA San Diego Chapter
(Aug. 10, 2017)
Business is about results.
Results arise from opportunities.
Opportunity arises from relationships.

In Search of Leadership
Phil Harkins & Phil Sweet
Networking: Cornerstone Business Success Strategy

The intentional process of creating & developing relationships from initial contact to ultimate outcome.
MANAGING THE SOCIAL PROCESS

INITIAL CONTACT

NEXT 25 SECONDS

NEXT 2 MINUTES

LAST 5 SECONDS

NEXT 24 HOURS TO 7 DAYS

FINAL OUTCOME

Networking for Results
The Power of Personal Contact
Networking Phases

The initial contact: T.ES.T

T – Taking Charge
E - Enthusiasm
S - Smile
T – Total Focus
Networking Phases

The next 25 seconds: S.A.F.E

S – Situation
A - Activities
F - Family
E – Current Events
Communicating Effectively

Target Market

Benefit

Result
Networking Phases

The last 5 seconds: A.C.T

A – Accept Responsibility

C – Create an Opportunity

T – Thank the Other Person
MANAGING THE SOCIAL PROCESS

INITIAL CONTACT

LAST 5 SECONDS

NEXT 24 HOURS TO 7 DAYS

NEXT 2 MINUTES

NEXT 25 SECONDS

FINAL OUTCOME

NETWORKING FOR RESULTS
THE POWER OF PERSONAL CONTACT
Next 24 Hours to 7 Days

Pro-active

Persistent

Patient
Networking Payoff Areas

Direct Results
Indirect Results
Opportunities
Resources
Relationships
Every person you meet has the potential to help you, to the extent she/he is willing and able.

Your mission is to stimulate their willingness as you discover their ability, relative to your situation.

Michael Hughes