



# WELCOME

Marketing & Branding • Social Media Best Practices/Analytics  
Doing Business with Govt./Small Business Loans • Networking and Creating Partnerships





# Ellis Mass

## Networking & Creating Partnerships





What Exactly Is  
The New Normal,  
Anyway?







# What Exactly IS The New Normal?

Good News!

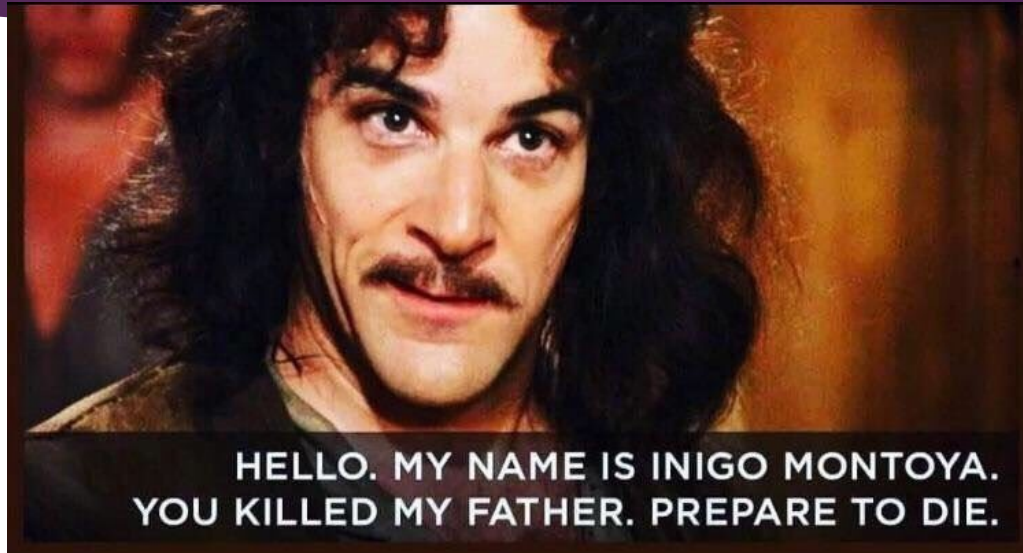
It turns out, the principles of great networking are EXACTLY the same as they have always been.



# What We'll Cover

- ▶ Principles of Outstanding Networking
  - ▶ Prepare
  - ▶ Engage
  - ▶ Sustain

# Executive Summary. . .



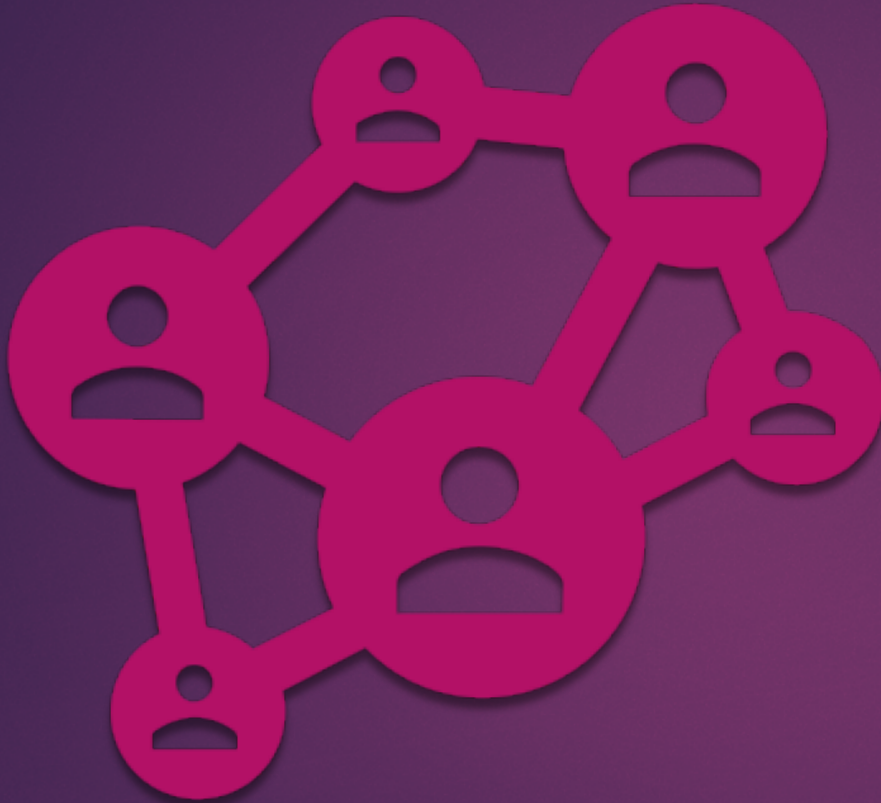
# Introductory Exercise







How Skilled A  
Networker Are  
You?  
(1-5)

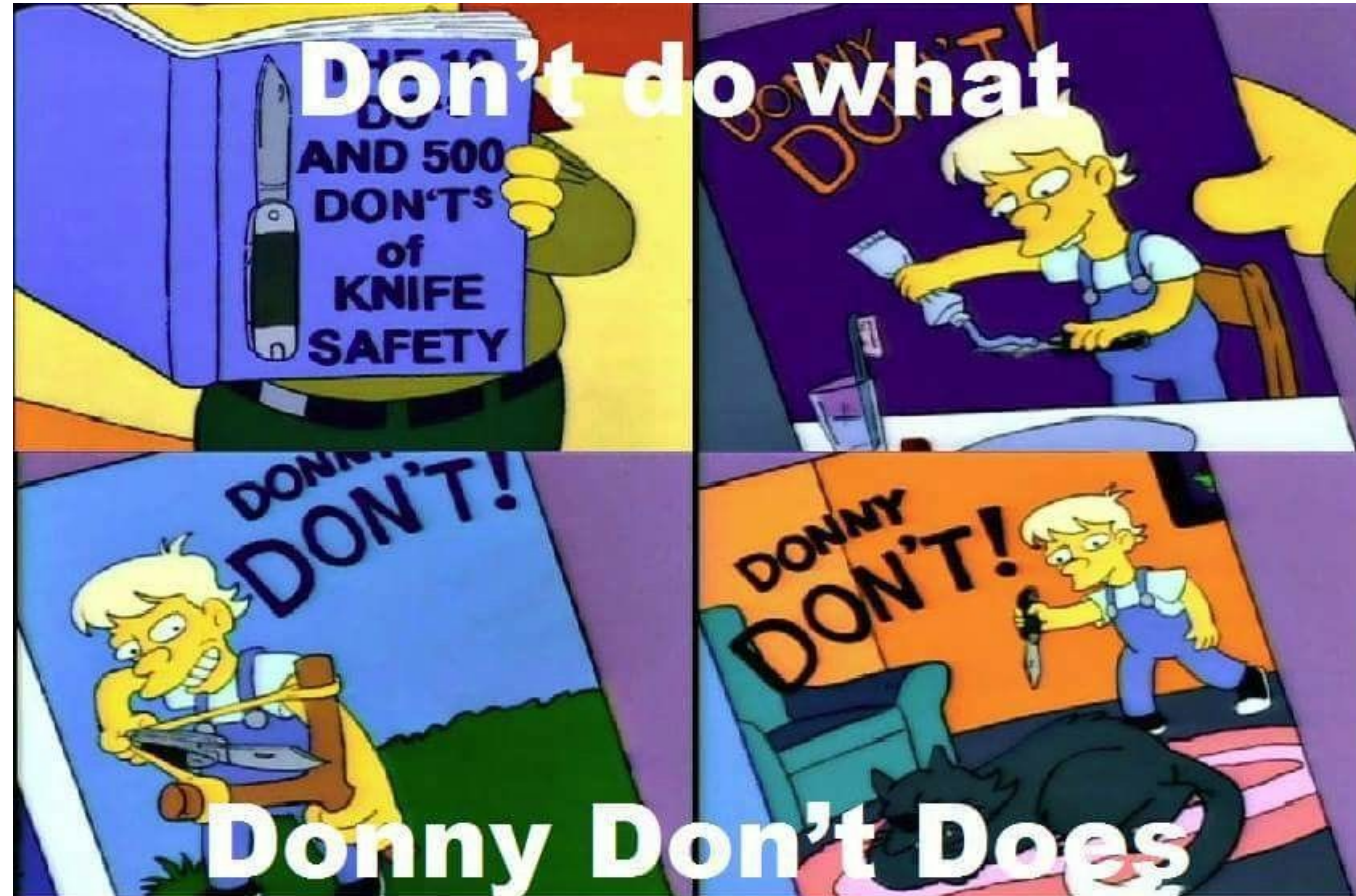


## WHY Is Networking Important To You?



# Principles of TERRIBLE Networking







DON'T: Make it  
all about  
yourself...





DON'T: Sell  
(Unless You've  
Earned The  
Right)...




# DON'T: Seem Like A Social Climber...



Somebody  
"Better" Who  
Comes  
Along

You At A  
Networking  
Event

Person You  
Were Talking  
To



DON'T: See how many  
business cards you can  
hand out. . .





DON'T: Be a "muffin-eater".



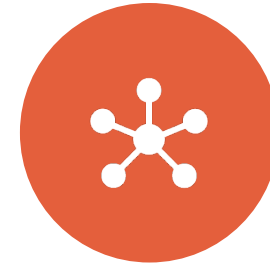


# Principles of OUTSTANDING Networking

# Principles of Outstanding Networking



**PREPARE**



**ENGAGE**



**SUSTAIN**



# 1. Prepare



# Prepare



Know Thyself



Objective



Final Checklist

# Know Thyself

**"People" Focus** vs **"Task" Focus**

PEOPLE



TASK

**"Assertive" Pace** vs **"Patient" Pace**

ASSERTIVE



PATIENT

# What is your main behavior / communication style?



## EAGLE DIRECTOR

Assertively paced, on-task and down to business.



## PEACOCK INFLUENCER

Highly social and relationship oriented; Assertively paced



## DOVE STEADY | RELATER

Patient pacing (ask and respond vs. tell); Warm and friendly



## OWL COMPLIANT | ANALYZER

Methodical, detail oriented, and fact-based

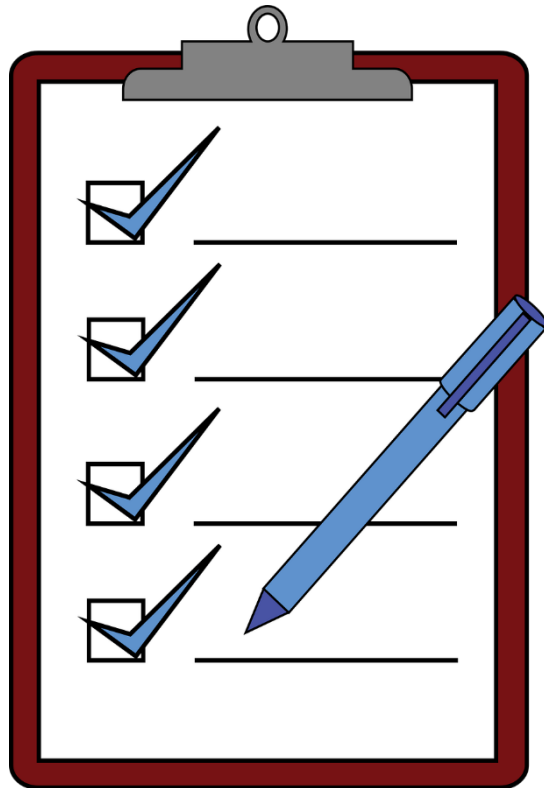


If You're Naturally...	Then Give Yourself Permission To...
Assertive	Be a little more laid back; Try not to dominate
Patient	Put yourself out there more; Initiate conversations
Task Oriented	Try to focus on the person you're speaking with
People Oriented	Move along, and don't get sucked into one conversation

# Before Every Networking Opportunity: What Do I Want To Accomplish Today?

- ▶ Can be qualitative or quantitative
- ▶ Should be realistic
- ▶ Should be about relationships and connections, not self-serving
- ▶ If there's no real objective...  
Do You Really Need To Go?

# Final Prep Checklist: Are We Ready?



- ▶ Know The Host / Agenda
- ▶ Know Who's Going
  - ▶ (Maybe) Invite Someone
- ▶ Bring Cards
- ▶ Bring a PEN
- ▶ (Maybe) Bring a Nametag
- ▶ Mindset Check – Giving, Asking



## 2. Engage

# Engage



Otherish Mindset



Ask, Don't Tell



Assess and Adapt



Depth over Breadth



Be Genuine



Give Something

## "Other-ish" Mindset

- ▶ Adam Grant, "Give and Take"
- ▶ Be an "Other-ish" giver
  - ▶ Not selfish
  - ▶ Not selfless
- ▶ Put the other person's needs before your own
  - ▶ BUT, keep your own needs in mind too!







# Ask, Don't Tell

80% ASKING / ACTIVE LISTENING; 20%  
TELLING



# Assess and Adapt



# Depth Over Breadth

- ▶ Re-think those “Objectives” if the objectives focused on quantity over quality.
- ▶ Think about building sustainable, meaningful, mutually-beneficial relationships. Not “Spam”!
- ▶ If there’s not a fit? Move on!
- ▶ If there IS a fit? Spend more time! Don’t worry about talking to “enough” people. Worry about talking with the “right” people!

33

# Be Genuine

ONCE YOU CAN FAKE THAT, YOU'VE GOT IT MADE.  
[KIDDING]



# Give Something Of Value... Not Always Something Tangible

- ▶ Give your ATTENTION
  - ▶ Give EYE CONTACT
  - ▶ Give a FIRM HANDSHAKE [Or Elbow / Fist Bump!!!!]
  - ▶ Give PRAISE
  - ▶ Give SINCERITY
  - ▶ Give COMPASSION
  - ▶ Give a CONNECTION ("There's somebody you've got to meet. . .")
- 
- ▶ Then... MAYBE...  
Offer something business related. . .
  - ▶ If the conversation gives you PERMISSION to do so. . .

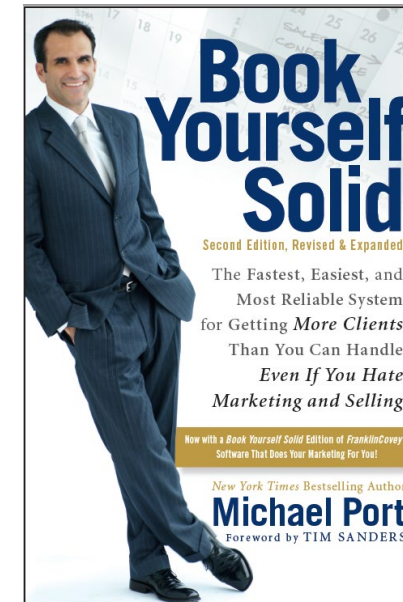


# Always Have Something To Invite People To

- ▶ From “Book Yourself Solid” by Michael Port
- ▶ Must be relevant and valuable, NEVER self-serving
- ▶ Upcoming Webinar
- ▶ Piece of content on website
- ▶ Additional event or group

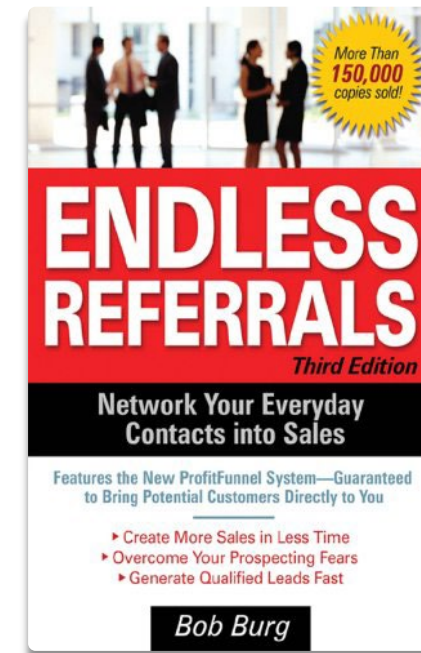
BUT...

- ▶ Don't spam people by putting them on your newsletter list without asking them.



# Make It Easy For People To Refer To You

- ▶ Principle from “Endless Referrals” by Bob Burg
- ▶ If / When you earn the right to ask for a referral, make it as easy as possible on the referrer.
- ▶ Referral Mindset
- ▶ Benefit Messaging, NOT Features
- ▶ ‘Isolate’: “Hey, are you part of the leads group? Is there anyone there. . .”
- ▶ “How many people serve on that board with you?”
- ▶ “Are there one or two people. . .”





## 3. Sustain



# Sustain



## FOLLOW-UP



## CHAMPIONS



# Follow-Up Is Critical!

Good follow-through will make or break a networking strategy.

- ▶ How often does the OTHER person follow up with you?
- ▶ You've got to TAKE OWNERSHIP of the follow through.
- ▶ Make sure it is a QUALITY follow-up



# "It Is Better To Give Than Receive"

BUT...

It is more important to receive a business card than to give a business card!



If You're Going To Follow Up With Someone, Make It:

Timely

Personal

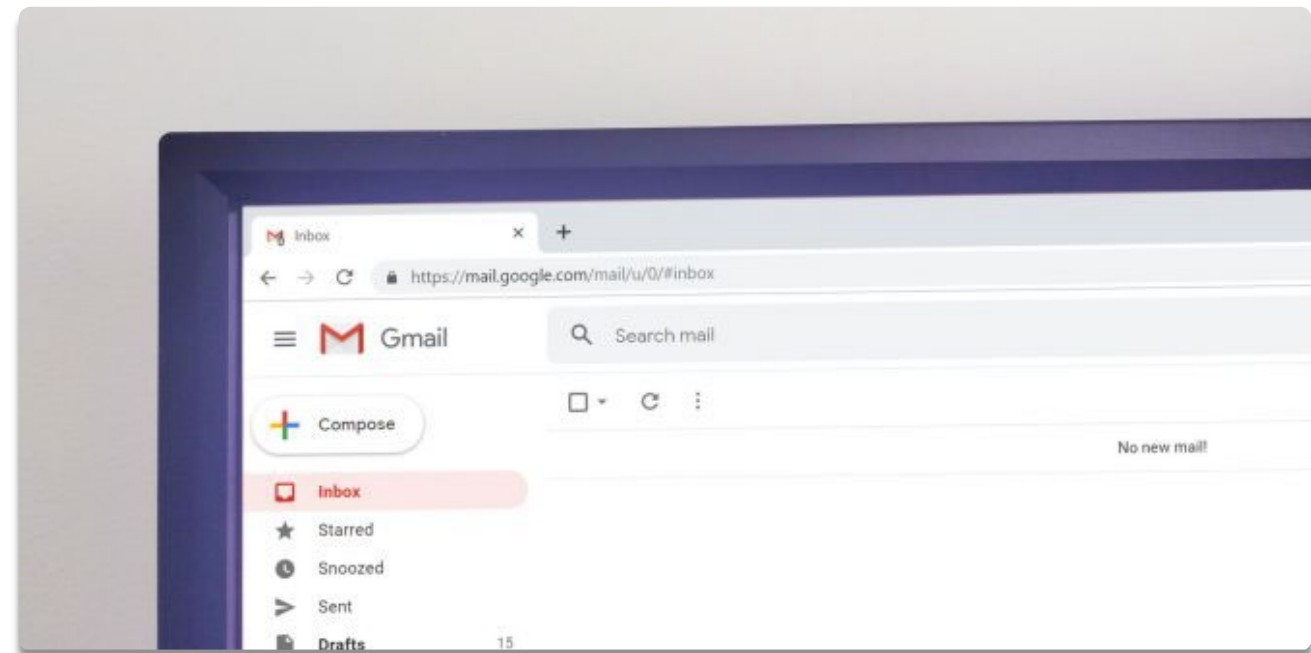
Sincere





# E-Mail Is OK

- ▶ Sincere
- ▶ Fresh, Not Canned
- ▶ Call-To-Action
- ▶ Timely



# Phone Calls Have Better Breakthrough

- ▶ They take a bit longer
- ▶ More challenging for some of us
- ▶ Can seem intrusive
  - ▶ Shouldn't be a "cold call"
- ▶ Reserve this for true fits, with genuine opportunities for meaningful, two-way follow-up





## Handwritten Note: Shock And Awe



# IF You E-Mail, Make Your E-Mail Work Hard

Great Meeting You!

Jane Doe

Great Meeting You!

It was great meeting you at the Chamber event!  
Be Outstanding,

**Ellis Mass**

Founder and President



**OUTSTANDING STRATEGY**

Office / Mobile [+1-201-602-4771](tel:+12016024771)

Website: [OutstandingStrategy.com](http://OutstandingStrategy.com)

E-Mail: [Ellis@OutstandingStrategy.com](mailto:Ellis@OutstandingStrategy.com)



Take Your No-Cost, Online

**BRAND HEALTH  
ASSESSMENT**

TAKE NOW



**Schedule A Call**

**Brandweek Magazine "Brand Marketer of the Year"**

"Whatever You're Going To Be. . . Be Outstanding!"

# “Champions” Network -- Not Just A One-And-Done

- ▶ People do business with people they know, like, and trust.
- ▶ Sometimes, it takes multiple impressions, and meaningful dialogue, to be considered – or referred.
- ▶ Cultivate relationships with those with those who have potential to be your “Champions”.
- ▶ Overinvest your time in your “Super Champions”.



## Prepare



## Engage



## Sustain





# Closing Exercise and Next Steps



New Networking  
Confidence Level?

# Your Action Items:



- ▶ REQUEST a PDF of today's materials
  - ▶ If and only if you want it
  - ▶ Contact info via QR code
  
- ▶ BOOK a gratis 20-minute phone call to discuss your networking / marketing strategy (If and only if you want this)
  
- ▶ Open Networking Time
  - ▶ Spend at least 10-15 minutes putting newly sharpened skills to the test!
  - ▶ What OBJECTIVES do you have for this time?



Thank You!

Whatever You're Going To Be,  
Be OUTSTANDING!

