

**Sent:** Friday, July 16, 2004 1:45 PM

**Subject:** BIZ BANK: NETWORKING THE ROOM !...FROM SAM PARKER

*Dear Aquathin Dealer OnLine;*

*In Aqua Q #22, we discussed NETWORKING. Let me demonstrate just how eeeeezeeee it is. The following is a step by step process for opening one's mouth and NETWORKING. Enjoy !*

**well before the event**, with your **particular** event and its attendees in **mind**, prepare (in writing) & practice (verbally delivering)...

your quick personal **introduction**

- appropriate to the event
- nothing fancy, no value statement here
- use person's name if you know it or if they're wearing a name tag

**sample...**

"hi, susan... I'm bob jones of Aquathin of \_\_\_\_\_ ."

general statements/ questions that will help **initiate a conversation** with someone (at least 3)

**samples...**

- "how long have you been [a member of, involved with] [specific group]?"
- "what brought you out here [today, tonight]?"
- "have you been to a [meeting type] before?"
- "what do you think of the [show, meeting, event] so far?"
- "what did you think of the last [show, meeting, event]?"
- "what do you think about [event specific thing or event]?"
- "how do you know [speaker, organizer of the event, sponsoring group of the event]?"

open-ended questions (at least 3)

click > <http://www.justsell.com/content/tools/open-ended%20questions.pdf>

- choose your favorite with the particular event in mind
- use the open-ended question tool or create questions of your own

your value statements (at least two)

statements of unique achievements, honors, products, / do in terms of the value it delivers to others

exit statements (at least one of each)

statement for scheduled follow up

### **samples...**

"can I give you a call next week to set up a time to talk in more detail?"

"would you like to get together on friday and work through the idea?"

statement for graceful exit

### **samples...**

"good meeting you... will I see you at [other meetings]?"

"well that sounds exciting... best of luck with that... I'll let you get back to [whatever the person was doing prior to talking with you]... enjoyed meeting you."

"it's quite an event... we should probably keep moving... i enjoyed talking with you, bob."

### **just before the event...**

set clear objectives & goals

specific people you want to meet or talk with

quantity of discussions you want to have

number of post event meetings you want to schedule

prepare your attitude

completely positive (no "tradeshow cynicism")

inquisitive mindset

### **at the event, work toward your objectives & goals by...**

proactively initiating discussions

using your prepared and practiced introductions & initiating statements

sending the right message physically

- face the person completely
- smile
- energetic

asking open-ended questions

click > <http://www.justsell.com/content/tools/open-ended%20questions.pdf>

- listen completely (without the intent to respond immediately or show your knowledge)
- allow small gaps of silence (in many cases the other person will fill them with more information-sometime information that's useful)

giving undivided attention to the person in front of you

- avoid wandering and scanning eyes (your goal is one-on-one attention)
- answer cell phone and pagers when you're no longer engaged in the conversation

delivering your value statements (when appropriate)

maintaining your networking attitude to the end of the event

- complete positive follow-thru (it's show time, literally)
- rest after the event

### **after the event...**

quickly evaluate your networking performance

- review against your objectives & goals for the event

follow-up with appropriate individuals

- written form as soon as possible (handwritten note, email or letter)
- phone if appropriate

begin to seek out your next event

- set a target (once a month, quarter, etc.)
- join a networking/ lead referral club
- attend one or two events a year that are out of your normal parameters
- consider parallel industries and attending their events

\*everyone **drives revenue** in one way or the other...**GET NETWORKING !**

Warmest regards to all,

FOR THE BEST TASTE IN LIFE &  
**25 Years Pure Excellence**  
Think Aquathin...AquathinK !!  
( visit the **NEW** [www.aquathin.com](http://www.aquathin.com) )

"Sam & Alfie"

**P.S. When responding please continue 'REPLY' to include all previous correspondences on this subject.**