



BD NETWORKING: *Maximize your time, get results*

You might say that the world revolves around people networking and some are better than others in “networking situations.” You will find that this format levels the field so that beginners and seasoned networkers will both benefit. The following guideline gives step-by-step instructions on how to quickly achieve a volume of qualified introductions, (both quality and quantity).

BACKGROUND

We get the most benefit from personal introductions and referrals—there is an instant trust and rapport when you are introduced by a trusted colleague. When asked “who is your competition?” During a recent introduction I responded “I have no competition where I have a good relationship.” Give others opportunities for business by introductions to your good relationships—receive the same in return. That is how business is conducted, mutual trust and sharing.

VISION

This program is designed to substantially shorten the sales cycles and increase your closing rate. Put yourself ahead of the competition or even eliminate the competition. The

preceding is accomplished by placing opportunities in front of each other via personal introductions. You might say it is applying the golden rule to networking.

GOAL

All participants receive qualified introductions that will increase their ability to present their products and/or services to potential clients. As a good networker, I cannot guarantee that I can get you work, but I can guarantee that I can find some opportunities and make introductions; that is all I would expect in return.

RULES

The following have been tested over time, any minor changes in the structure will impact your results.

- Pre-qualify all introductions: Do not put someone in your network in front of a prospective client that you do not have a good relationship with. This can put both of you in a bad light.
- Optimal group size is four people: This allows for maximum impact without getting lost in a group or having access to limited resources. This number is very important. Changing it slightly can have a negative impact.
- Personal introductions are usually best: Face to face introductions beat all others, i.e., phone, email, etc. If you want your group to be effective, then doing the extra work of pre-event introductions will make this the most successful—remember your reward will be three of the same high-level introductions with real opportunities.
- No unqualified leads or introductions: We have all heard, “call this guy, just don’t use my name” that is not only useless, it’s insulting. If I cannot use the introducer’s name I might as well go to the Yellow Pages.
- There will be no conflicts in any group: Obviously it is counter-productive to share leads with one’s competition. Always ask if there is a conflict—sometimes there are synergies between perceived competitors.
- Be professional: No money, commissions or favors are owed. We are talking about relationships, not keeping score and absolutely nothing under the table.

RULES

We ask that you don't take an introduction without being prepared to give one. No excuses, everyone has the ability to contribute.

Introductions to other organizations or groups are encouraged.

Opportunities are found when bringing individuals to organizations that they may not be aware of.

Each group will have a designated leader to keep the group focused—this will prevent one person from dominating the conversations, you all need time to talk, (25% talking with 75% listening works very well).

Talk time should be shared equally. Remember, you can't help others in your group if you don't hear what they have to say.

Feedback is extremely important to all participants giving and receiving introductions. Do not forget to share your successes and failures. This is networking at its highest level so feedback to others in the group is essential. Without the feedback there is no way to gauge how effective the group is.

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GETTING STARTED

INTRODUCTIONS

I like to begin the introductions for a new group with some personal information that you are comfortable sharing: talk about a hobby, pet, music you like, family, etc. It adds another dimension to the process; it's much more interesting and it always boosts the energy level of the group. Also, it's a basic building block for forming friendships and trust.

When you are given a personal introduction, it is like receiving a gift because someone has put themselves out for you—the professionalism has to be 100%.

FORMAT

1. Personal introductions, be respectful of the time
2. This is where I'm working...
3. This is what I'm going after...
4. This is who I can introduce...

NOTE: The key is “Quality” not “Quantity.” The challenge is to find what is good for each person in your group. Remember you will walk away with three people to follow-up with and three to feedback too—it is a huge amount of responsibility to be involved—but just think of the rewards.

Many people have approached me with thanks for the successful connections they have made. Therefore, I know this format is working for those actively

participating. Also, I have firsthand experience in securing new clients/projects and increased opportunities. In some cases, it may take time to make the first introductions—be patient it's well worth the investment in time.

REMEMBER: in order for other people to be comfortable making introductions for us we must be professional, absolutely no stalking prospective clients. Also, don't forget to bring a positive attitude.

THE FOUR LEVELS OF NETWORKING

All levels have their place:
Where would you like to be?

- 1.**
Large room of strangers passing out business cards. Work the room for volume, or whatever you can find.
- 2.**
Pass unqualified leads around the table, usually outdated information. This is not much better than cold calling.

- 3.**
Make unqualified introductions, “Call this guy, and don’t use my name.” This will rarely result in a meaningful relationship.

- 4.**
BD Networking: Personal Relationships and the highest level introductions shared. Game changing connections and opportunities.

BD NETWORKING FAQ

EXACTLY WHAT IS BD NETWORKING?

A method of forming small groups to effectively conduct business through personal introductions. First connecting with each other, next helping to find vetted opportunities and introductions.

DO THE GROUPS EVER CHANGE?

Yes, for future Networking Events new groups are formed. Remember to support all your relationships from the past. If you experience too many to effectively follow up with, drop out until you catch up.

WHAT IMPACT WILL MAKING THESE INTRODUCTIONS HAVE ON MY RELATIONSHIPS?

No one has ever regretted making a substantial quality introduction; it's our job to be professional and follow through.

WHY GROUPS OF FOUR?

Smaller groups make it easier for people to connect with each other. We can follow-up with introductions quicker, timing is essential.

HOW MUCH TIME WILL THIS TAKE?

A focused approach is the fastest way to do business. You could spend weeks networking and not walk away with as many qualified opportunities as you can in one night of BD Networking.

VERY IMPORTANT FINAL THOUGHT:

It is important not to compromise the position/ relationship of a fellow member—be professional. If you don't get the work or the opportunity—it's important that a friend tried—how you handle it will determine if you receive more chances or not participate in future BD Networking events. There are no guarantees, just opportunities.

WHAT ARE YOUR EXPECTATIONS?

We look forward to your feedback.