Networking Now!

Presented by Sally Glick, Sobel & Co.
Four Things We Will Talk About Today

1. Why is networking important?
2. What’s the secret to being a successful networker?
   - Is there a special formula?
   - Is it an art or a science - or both?
   - Do you have to be born a networker or is it a learned skill?
3. What tools can you use to network effectively?
4. Does networking mean rainmaking?
Networking = Building Relationships

- Meeting people who can be of help to you and being a help to them
- Using contacts for purposes beyond the reason for the initial contact
- Connecting with people of like interests for the purpose of uncovering opportunities and learning best practices
- Gaining access to new spheres of influence
  - Identifying experts
Why is Networking So Hard?

- It is difficult to talk to people you don’t know
- There is not enough time for follow up
- It takes patience - meaningful relationships take time to build
- There may not be an immediate ROI
Why is Networking Important?

- Making connections makes you powerful (and it feels good)

- Making connections create opportunities – internally and externally

“Business is all about personal contact. No matter how heavy your workload is...everyone can and should be a networker.” Richard Branson, Founder - Virgin Airlines
Networking is about building relationships wherever value can be given and received:

- On behalf of your organization (business development)

- Internally (advancing your career or others)

- In the community (helping a nonprofit organization)

Paul Revere was the ultimate networker: people believed him and trusted him and responded quickly
Getting Started – Have a Plan

Be strategic about who you want to meet – and why!

- Set a goal - know what you want to accomplish
- Know who you want to meet (what are the demographics; are they internal or external)
- Be realistic – stay targeted
- Leverage existing contacts and connections
- Integrate in-person meetings with social media (do you even know who you know?)
Do Your Homework to be Effective

When attending an event:

- Learn something about the group/meeting
- Find events that are relevant for your goals and where you can meet the people who are right for you
- Invite others to join you
Tips for Meeting New People

When attending an event:

- Don’t try to “work” the whole room
- Engage others in conversation
  - Ask questions
  - Practice listening; show genuine interest
  - Find out what they do – what they like
- Think like a host: Introduce people
- Be a resource
Breaking In

When attending an event:

- Find someone standing alone
  - Ask if they have attended before
  - Ask why they came to this program

- Walk up to a group and listen to the flow of conversation

- Remember that everyone else is there to meet new people too!
How Can You Help Someone?

- Be unselfish – focus on giving not taking
- Make introductions
- Help with lead generation
- Share information (ex., benchmarks)
- Ask what you can do – *then do it*
How to Follow Up

Short Term

- Send a note or e-mail to people whose cards you have collected
- Call a select few who really match up well with your goals
- Schedule a time to get together
- Invite them to another event
Long Term

- Adding *ongoing* value to the relationship
- Staying focused on the appropriate audience
- Remaining consistently in touch
- Being transparent, patient and sincere
You can add significant value to your firm and develop a stronger personal presence in your community when you harness the power of building meaningful relationships.

Make time for this – it is essential to your career and should be integral to your professional activities.
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