The Answer Ladies

NETWORKING FOR FUN AND PROFIT

Your Dynamic Trio

- Maria Marzoeki, CPSM
- Juanita Martinez, CPSM
- Beth George, CPSM

'Seasoned' Professional Services Marketers

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- Maria Marzoeki, CPSM
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- ~~Beth George, CPSM~~
- Mike Schaaf, P.E.

'Seasoned' Professional Services Marketers

The Answer Ladies & The Answer Dude

NETWORKING FOR FUN AND PROFIT

Who Are We?

Time for a fun fact!

The Answer Ladies

Who Are You?

Tell us something interesting about you!

The Answer Ladies

What is Business Development?

- **Builds channels through which the company pulls in new business opportunities (and provides insight into the opportunities that are responded to in SOQs and proposals), including strategic alliances and partnerships.**

(*it's all about the relationships*)

Definition of Networking (n)

net•work•ing [nét wùrking]

- **practice of gathering of contacts: the process or practice of building up or maintaining informal relationships, especially with people whose friendship could bring advantages such as job or business opportunities**

From the Bing Dictionary

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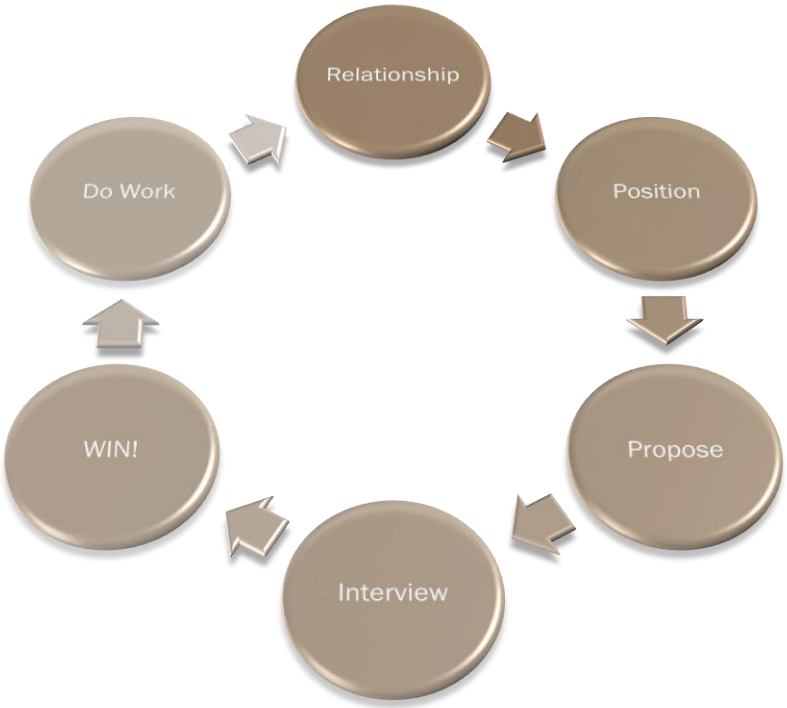
Why Me?

- I'm doing fine in my role and I've brought in some business so why should I have to think about networking or business development?
- I didn't join this firm to be a sales person.
- Isn't that what the 'Marketing Staff' is for?
- I don't have the budget or time for this.

Basic Business Development Steps

- Build a relationship
- Position the firm
- Get the RFP
- Make go/no-go decision
- Propose
- Interview
- WIN!
- Do good work



The Answer Ladies

What Are Your Challenges?

Putting yourself out there can be intimidating

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Networking Fears

- They won't like me
- I don't know what to say
- I might forget someone's name
- No one will speak with me
- I will be judged
- I might come across too pushy
- I might talk too much/give too much information
- No one will be interested in what I offer
- I might embarrass myself
- My competitors are better known than I am

There is nothing to be afraid of

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Networking "How-To's"

- Have a plan
- Bring your business cards
- Breaking into a group
- Starting a conversation
- The conversation has stopped, now what?
- What happens if you commit a major faux pas
- Share

No one ever died from networking (we checked)

Networking Do's and Don'ts

- **DON'T – Talk about yourself, it's not about you**
  - DO – Ask questions to get people to talk
- **DON'T – Get there late and leave early**
  - DO – Arrive early and stay until the end
- **DON'T – Be a wallflower**
  - DO – Volunteer at an event
- **DON'T – Hang out with colleagues or sit with them**
  - DO – Move around the room and speak with people
- **DON'T – Be a "used car salesman"**
  - DO – Use common sense and courtesies

Networking is about communicating, not selling

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Never Say "No" to Networking Opportunity

- Evaluate the benefits
- Can you get something out of attending?
- Does a target client attend?
- Is anyone else in your network attending?
- Is it regarding a project you are following?
- Offer to take a client to an event
- Consider all options

Be open to opportunities…they won't come to you

The Answer Ladies

Not Every Relationship is Created Equal

- One size does not fit all
- Know and adjust to different styles
- Respect people's personal space
- Learn to read body language
- Not everyone will be your "buddy"
- Develop relationship based on the individual

Relationships come in all shapes and sizes

Your Network is Your Lifeline

- Develop a system that works for you
- Add value
- Give to receive
- Make time and be an active participant
- Stay in touch, always

Networking is like a friendship…you need to keep in touch

Go ahead, ask!

The Answer Ladies