

**Glou  
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## *Networking for Contacts*

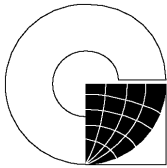
One of the best ways to meet **new business contacts** and **gain valuable insights** is to network. These personal “touch and feel” contacts may be colleagues, competitors, customers, vendors, former associates, old school chums, or new people we encounter at conferences, organizational meetings and numerous social situations. Viewing networking creatively, we may conclude that **almost anyone has the potential for introducing us to helpful people** or spreading our good reputation. This perspective usually gives rise to two initiatives:

- Behave courteously and professionally at all times and enjoying meeting people.
- Maximize the benefits from any planned or random encounter following a system.

Here is a sample of preparation we use to assist people in **how to make the most of every contact**. The purpose is to become well known, build good will and enhance professional credibility. Use this **checklist** when preparing to meet people for any reason, pass it on to an associate or add to and create your own.

### **Administration/Materials**

- \_\_\_ Maintain a special briefcase, box, or folder in your car for access to materials.
- \_\_\_ Stock this box with complete sets of your marketing package with individual marketing pieces and a good supply of your business cards and resumes.
- \_\_\_ Maintain your own special nametag in large print to put on at meetings.
- \_\_\_ Nametags should be worn on the right upper side of your chest for easy reading.
- \_\_\_ Offer your card and ask for the other person’s card when meeting. The more cards you have the better. Remember, you are playing the numbers.
- \_\_\_ Write comments, key reminders about the person (what you discussed, looks, product areas, etc.) on the back of the card.
- \_\_\_ Keep your cards in one pocket, men front left breast pocket on jacket, women not in your purse, it’s too hard to get to them. Use another pocket for cards you obtained from others.
- \_\_\_ Be sure to process cards and notes immediately upon returning to your office (file, enter onto the mailing list, clip into your calendar, or install in your address file).
- \_\_\_ Save yourself a game of phone tag and try to schedule a date immediately. If not, make contact within the next several days after. Stays fresh in their minds.



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### **Preparation/Presentation**

- \_\_\_ FOCUS, FOCUS, FOCUS. Arrange your thoughts, target your specific needs, whether obtaining new business or looking for a new position.
- \_\_\_ Before attending any event, plan by getting names of people, companies attending, topics to discuss, and if possible, current news on the topics.
- \_\_\_ Prepare and practice the famous “Elevator speech” one minute of critical information about yourself and what you could do for someone.
- \_\_\_ If a list of attendees is provided at a meeting, try to obtain and make notes.
- \_\_\_ Participate responsibly in at least one committee of every organization you join.
- \_\_\_ Say, “YES” if asked whether you will speak before a group.
- \_\_\_ Freely share your good ideas with others. People will be inclined to share back.
- \_\_\_ Smile often, listen attentively and say, “I’d like to know more about what you do.”
- \_\_\_ Use your ears more than your mouth. Listening, showing interest rewards more than dominating the conversation. That is why we have two of the first and one of the other.
- \_\_\_ Spend time in group clusters in which people talk longer, the buffet, not the bar.
- \_\_\_ Try to have someone introduce you. This breaks the ice much faster.

Summary: You can do it! People will relate to people who help them and are not openly looking for something in return. When you truly help others, you will get something in return. “What goes around comes around”. Good Luck!

POSITIVE THOUGHT: Behold the turtle. He only makes progress when he sticks his neck out.

- *James Bryant Conant*

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