

# The Art of Networking

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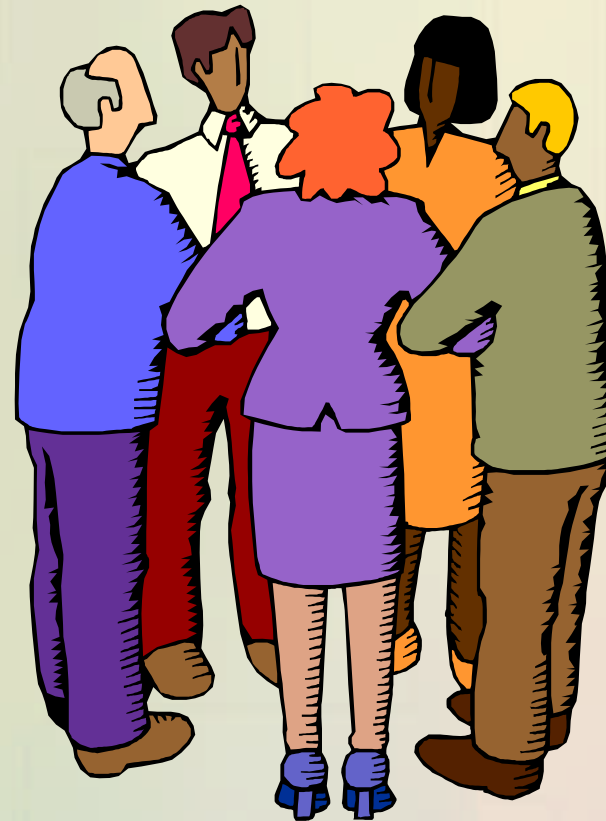
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# Networking

- It's simple, but not necessarily easy



# Summary Slide

- **Skills**
- **What is Networking**
- **Prepare**
- **Network**
- **Follow-up**
- **Put all the information into your contact management system**

# Skills

- Attitude
- Listen
- Authentic
- Be clear, succinct, concise
- Reciprocal
- Participate
- Grateful
- Curious
- Organized
- Disciplined
- Committed
- Good follow through

# What is Networking

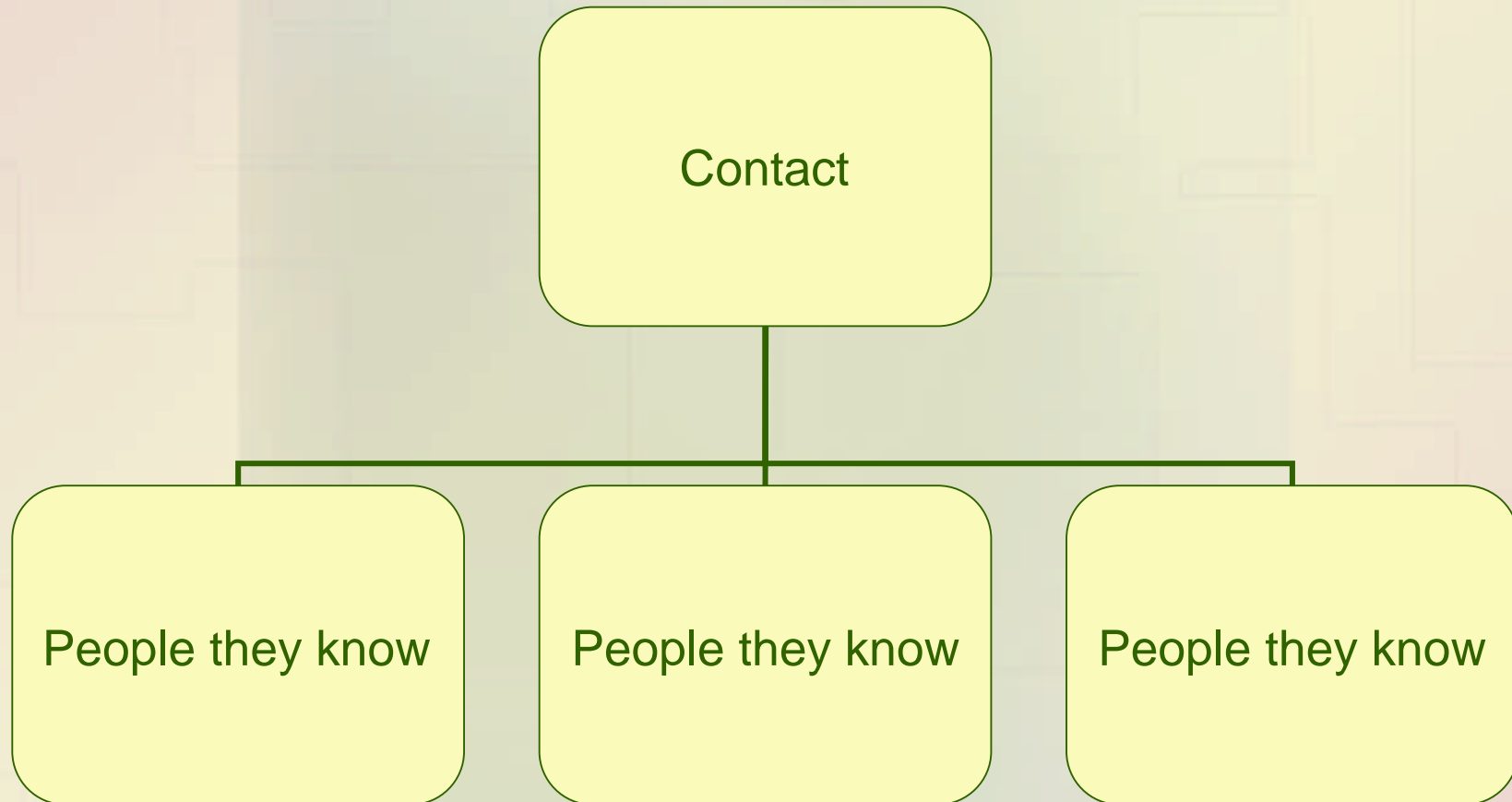


- Relationship building process
- Bringing value to a relationship
- Network can occur anywhere
  - In person
  - Over the phone
  - On line

# Why Network

- Connect with people
- Identify potential strategic alliances
- Informal market research
- Find a resource

# It's not just about the contacts at the event



# Where to Network

- Chose wisely
- Where your target market goes



# Prepare

- Prepare 30 second intro
  - What you do
  - Your target market
  - Benefits of using your services
  - How you provide these benefits
- Practice your 30 second intro
- USP (Unique Selling Proposition)

# Prepare

- Think about why you are going to the event (your why)
- Take a few things with you
  - Business cards
  - Pen
  - Small note pad

# Network

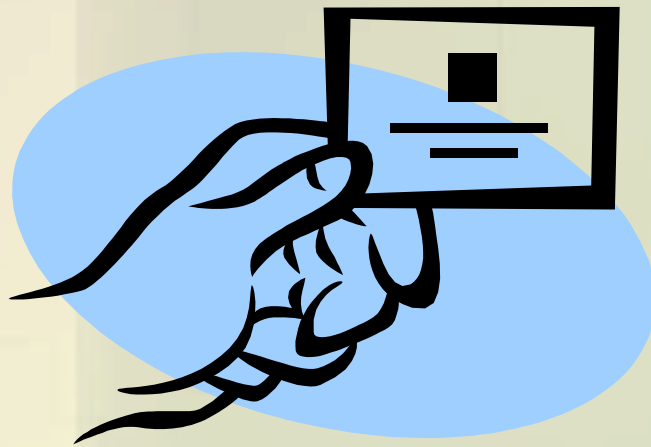
- Arrive early
- Stay late
- Introduce yourself

# Network

- Focus on others rather than on yourself
  - Have a sincere interest in the people you meet
  - Listen attentively
  - Look for commonalities
    - Interests
    - Challenges
    - Vision

# Network

- Take notes on the people you meet
- Exchange business cards



# Ask open-ended questions

- Who
- What
- When
- Where
- Why
- How

## **When asked about your business,**

- Give your 30 second intro
- Share your USP
- Be generous
  - In sharing your expertise
  - Contacts
  - Resources

# Follow-up

- A critical part of networking
- Ignore this step and you lose most of the value
- Plan on a couple of hours to do the follow up
- Be creative and memorable in your follow up
- Part of the fun and enjoyment

# Do it

- Telephone
- Email
- Note card
- Or any other method

# **Thank Any One Who Provided You**

- Tip
- Resource
- Contact
- Other valuable information

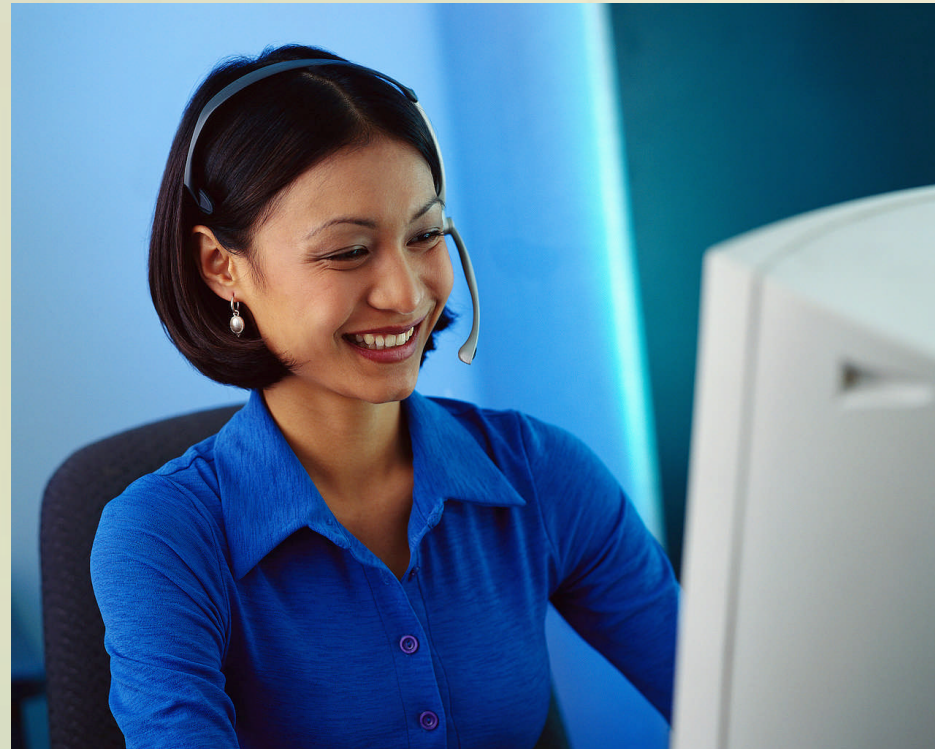
# **Nurture the Relationship**

“The grass is always greener where you water it”

Dr. Ivan Misner

# Put All the Information Into Your Contact System

- Contact Management System
- Card Scan



# Long-term Process

- Don't expect immediate results
- Benefits may come in a day or 5 years
- The more skillful you become the more valuable it will become to the success of your business