

# Expected Results from the “Become a Great Networker in Just One Hour!” Talk

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## Emotional results (for the individual)

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Adopt the tips and techniques of this 60 minute talk – and hone them at subsequent events and meetings – and **you become happier, more confident and more successful:-**

### Instant improvement

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| <b>Increased confidence</b> | 1 You now understand the totality of networking – and that there is nothing to fear. You know the tips and techniques to adopt and improve, and appreciate they are “common sense but not common practice”. For the first time, you realise, “I can be great at this!” |
| <b>Better attitude</b>      | 2 You now understand the (counter-intuitive) need to listen / to be interested / to aim to help. This makes it easier to glean information, build trust and gain rewards.  |
| <b>Greater enthusiasm</b>   | 3 You find you want to attend appropriate events more often and so become an effective networker quicker. This makes you more open to other forms of marketing and produces a stronger identification with the business. This increases with each networking success.  |

### More and more effective

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| <b>Practice makes perfect</b>   | 4 It is easier now to practise and improve. As a result, you become more adept at discovering opportunities . . . and converting them.   |
| <b>The value of preparation</b> | 5 You now see the value in preparing for events and meetings. It provides such an easy shortcut to networking success with targets and clients.  |
| <b>Increased focus</b>          | 6 Increasingly, you concentrate on the right targets, the appropriate research and the key questions to ask. In this way, you make much more efficient use of your valuable networking time. |

### Goodbye to the old negatives

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| <b>No more angst</b>            | 7 With your full understanding of the networking process, you are no longer scared, stressed or frustrated by it. You are free to operate in a confident, effective and successful way.                                       |
| <b>No reluctance to network</b> | 8 You now have every incentive to attend more events – and take proper advantage of them – with enthusiasm and skill replacing hesitancy.   |
| <b>Success not mistakes</b>     | 9 As you are now so much better equipped, you make fewer mistakes out of ignorance or bad networking habits. Burgeoning relationships with targets, contacts and clients now develop and succeed, rather than wither or fail. |
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## Commercial results (for the business)

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When individuals adopt the tips and techniques of this 60 minute talk – and are encouraged to hone them at subsequent events and meetings – **it produces increased profits and a more confident business:-**

### Increased turnover from . . .

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| <b>Closer relationships with clients</b>          | 1 Which lead to easier client visits, more client loyalty, and more work from existing clients. (It is estimated to be 8 times cheaper to gain new work from an existing client than a new one.) |
| <b>Faster/stronger relationships with targets</b> | 2 Makes it easier to gain new clients, and more work.  |
| <b>A much greater chance of referrals</b>         | 3 Referrals are a superb, fast and underused way to gain more of the right type of clients, and the right type of work - smart networking is the key to obtaining them.                          |

### Greater internal cohesion and efficiency

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| <b>More effective networking</b>    | 4 More effective, and more frequent, networking by individuals produces better results in less time, and with less cost.  |
| <b>Greater marketing morale</b>     | 5 Successful networking leads to a greater interest in marketing and in projecting the business. It then becomes easier to mount other marketing initiatives. This, in turn, spreads understanding of the constant need to promote client goodwill. |
| <b>Better internal co-operation</b> | 6 Networking and wider marketing encourages teamwork. This challenges the “silo mentality” and enables effective cross-selling of services and products.  |
| <b>Stronger corporate glue</b>      | 7 Confident and successful marketing leaves the workforce more motivated, more united and therefore more loyal. This leads to a more efficient capture of work and a lower risk of (expensive) defections.  |

### Stronger market position

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| <b>Increased competitive advantage</b> | 8 Many rivals are ineffective at networking but don't realise it. This gives the business a golden opportunity to win more work for the equivalent investment of time and cost. |
| <b>Wider relevant knowledge</b>        | 9 Of targets, clients, competitors and the marketplace generally. This makes it much easier to target work, and defend clients.   |
| <b>Stronger brand</b>                  | 10 Networking spreads the name of the business more widely. This increased brand awareness generates more approaches, and makes it easier to sell.                              |

### Moving on from the negative

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| <b>Fewer wasted opportunities</b> | 11 Which occur when individuals spurn events, or lack confidence and effectiveness when attending functions or meeting clients and targets. Much better to face this head on and avoid any wastage of the marketing effort.                       |
| <b>Reduced risk of poaching</b>   | 12 It is so expensive and wasteful to lose clients (8:1) or individuals from the business. The risk is much reduced when clients are kept close, and individuals operate with higher morale and a real sense that the business is moving forward. |
| <b>Pride not frustration</b>      | 13 Pride of achievement replaces any sense that the business hides its light under a bushel or does not play to its strengths.  |
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