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RAINMAKING THROUGH NETWORKING

Rainmaking Through Networking is a customizable program that Scott C. Nevins, Principal, Bernstein Private Wealth Management created to address the following skills-based deficiency:

Although networking is a critical skill in business, most people are not as effective at networking as they could be because they never received formal training.

Through Scott's 35+ year career, beginning at GE Capital in sales and IT management, then, over the next 20+ years as a "sales-centric" CEO running seven early-to-mid staged financial service and technology service companies and most recently over the past nearly fourteen years as a senior investment advisor at Bernstein, Scott has mastered the skill of networking and now shares this skill (*yes, a skill*) with professionals and academia.



Rainmaking Through Networking is designed to start participants on the path to becoming a "black belt networker". Most business classes focus on building skills such as sales, finance, accounting, leadership, etc., however, to be successful in business the skill of networking is overlooked. Without formal networking training, people are not as successful as they could be in business. Most people think networking is simply going to a networking event, talking to a lot of people, collecting a lot of cards, having a few drinks, and then going home. This is not effective networking. Networking is hard work – it is not simply having a good time.

TOPICS PRESENTED:

- What is Effective Networking?
- Where Do You Network?
- The "Unique You" – Why You?
- Networking Preparation
- Entering a Room / "The Exit"
- The Networking Conversation
- Tips and Take Aways

Scott tailors each session of ***Rainmaking Through Networking*** to ensure that it focuses on the specific objectives of the attendees. If a very high level overview is what is required, the session can be structured to be 15-20 minutes. The formal program is best suited for an hour (often presented over a lunch). More advanced networking skills and follow on interactive role plays can be scheduled to reinforce the networking training.

Just imagine how much more successful you could be if you meaningfully improved your networking skills and earned your black belt in networking ... ***Rainmaking Through Networking***.

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RAINMAKING THROUGH NETWORKING

*THE SECRETS OF "EFFECTIVE" NETWORKING
THE "UNIQUE YOU"*

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Objectives

- What is "Effective Networking"?
- Why is "Personal Branding" so very important?
- Start building or expanding your network
- Networking basics and takeaways

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My Background


- Math and Computer Science major at Fairfield University
- GE Capital
- CEO to seven early-to-mid stage Angel-backed/VC-backed Financial Service and Technology Service Firms
- Senior Investment Advisor at Bernstein

Sales-Centric CEO
"Black Belt Networker"

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Some Things That Make Me...Me


- My "brand"
- Do things differently—always think out of the box
- I make it easy for people to introduce me
- Relentless
- Keep track of everything
- Storyteller so people will remember me
- Philosophy—earn trust and confidence every day



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The State of Networking

- Most people believe networking is important but lack formal training
- Most people think networking is going to a "networking" event and collecting cards
- Most people don't realize that every time you speak to someone, you are networking
- Most people do a poor job of following up



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What is Effective Networking?

Creating very **specific goals**...


- ...And being accountable to those goals

Meeting people who can help you accomplish your goal(s)

- Finding a new job, building a company, finding a lead, or it could be as simple as finding a new restaurant

Follow-up is the secret ingredient to effective networking

- You are in control of your own success
- Waiting for the other person to get back to you means you have delegated your success to someone else



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Where Do You Network?

EVERYWHERE!

- From the time you wake up to the time you go to sleep, networking is a full-time job

Some places to network:

- Professional and social events
- Your workplace
- Sporting activities
- Family events
- School
- Anywhere you are...



Reminder: **do not forget** your cards/resume/something about you!
Make it easy for people to help you.



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Networking Basics

- It's all about **the other person**
 - The more people you help, the more likely these people will help you
 - Be an unselfish resource
- Build champions who will support and advocate for you
- Don't be aggressive—be driven—engage others with a smile
- A numbers game...The more people in your network, the greater the likelihood that someone can and will help you
- Don't overthink which networking events you go to
 - What will you be doing with your time if you are not at a networking event?
 - Networking events are like going on a scavenger hunt, you never know what you will find



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Your Network is Part of Your Net Worth

- Your network defines you (part of your "Brand")
- You want others to want to be a part of your network (your "inner circle")
- People want to be a part of a winning group
- Never** stop networking
 - One of the most common mistakes that people make: when they achieve their objective for networking, they stop networking
 - At some future point your network will once again become important to you
 - It is much more difficult to rebuild your network than it is to maintain your network
- Keep building it up!



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Why Do You Need to Be Unique?

- Think about why companies spend millions of dollars on marketing
 - Successful companies position their products and services in a unique way so that their customers/clients understand their value proposition and are willing to spend money to buy their product/service.
- Competition is high
 - There is only one winner
- It's all about differentiation
 - If a customer/client does not clearly and easily understand what makes a product/service worth the money, they won't buy it
- Could someone describe themselves similarly?
 - If so, **don't stop**, keep working on how you describe yourself
- Does your value proposition/resume sound like everyone else's?
 - If so, **don't stop**, keep working on it until you have created something that truly defines who you are and differentiates you



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You Need to Think of Yourself as a Product/Service

- You need to differentiate yourself from others—Be the "Purple Cow"
 - There are a lot of lawyers, accountants, financial advisors, etc.
 - Why should someone choose you to work with?
- You need to stand out to be remembered
 - For instance, are you a corporate lawyer or are you a corporate lawyer that protects their clients from themselves? Which stands out more?
 - Do you fly-fish in UT? Do you own a second home in Rhode Island?
- First impressions matter
 - How you look
 - What you say
 - How you act



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What Makes You Tick?

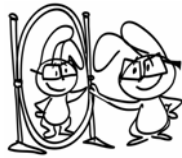
- Are you outgoing or an introvert?
- How do you rate yourself as a "salesperson"?
- Who do you consider to be a role model?
 - Are there any differences between how you describe yourself and your role model? If so, what are they?
- What makes you smile?
 - Where would you like to be?
 - Who would you like to be with?
 - What would you like to be doing?
- You need to become a fun and memorable **short** storyteller



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The Unique You

- What do you like...*what don't you like*?
- What are you good at...*what aren't you good at*?
- What roles have you had in your career?
 - 1-2 things you did during each of the roles that you are most proud of
- What non-work-related activities do you enjoy most?
- What adjectives do others use to describe you?
- What do you think makes you unique and different?
 - Think about how others describe themselves...You need to be different
- What are the adjectives people use to describe you?
 - Do you think these accurately describe you?
- What are the 2-3 things in business you are most proud of?
 - And, how about the 1-2 things in life you are most proud of?



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Your Unique Introduction

- Think about your 30–60 second introduction
 - Is it compelling?
 - Is it entertaining?
 - Is it unique?
 - Is it memorable?
- Does it roll off your tongue?
- Does it make you smile?



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Preparation: Creative Lines

- The first thing that you need to practice is how you are going to introduce yourself. It needs to be short, crisp, and catchy.
 - This is where you begin the process of getting the other person to remember you. **PRACTICE** and **PERFECT!**
- If you are new to a group, make sure you say something like: "I am new to this group, can you tell me a little about it?"
 - You can use this line with everyone you meet at the event. Everyone wants to show off what they know.
- Have short interesting or funny stories about yourself in your back pocket.
 - Your goal is to build relationships where people "remember" you.
- "Can I meet with you to learn how you got to where you are?" (business/social/etc.)
 - People love to be made to feel important.



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Don't Focus on You

- Everyone likes to talk about themselves
 - To make the other person feel good, let them do most of the talking
 - Yes, *I know this is hard to do because I know you will want to do most of the talking*
 - Don't be like everyone else, **let the other person speak**. If you let the other person speak they will think the conversation went very well.
- Most people network with the approach "What's in it for me?"
 - You want to stand out by focusing on "what you can do for the other person..."
- Be different—be unexpected



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Entering the Room

If you are at a networking event:

- When do you get to the event and when do you leave the event?
 - The answer is simple—*first/last*. Some of the best networking opportunities occur when people are first arriving and when they are about to leave
- Where do you put your name tag?
 - The right side so that when you shake hands your nametag is not hidden
- Load up your pockets with your business card or your resume
- Entering into a networking situation
 - Groups of two, three, larger groups
- Eye contact and "the handshake"
- Don't enter the room without specific goal(s)



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The Exit: Stop Wasting Your Time!

- Don't spend too much time with any one person
 - When you make a "real connection," set up a follow-up meeting at that moment. Take out your calendar. It is much easier to set up a meeting at that moment than to try to set it up after the event
 - Move on to meet someone new
- Trade show 101—read the name tags before you start the conversation
- Avoid people that may be a waste of your time
- Put your hand out and say, "It was great meeting you"
- Ask for their business card (it's like the line, "please send me a proposal")
- Introduce them to someone else...*"the old handoff"*
- When all else fails...
 - Look across the room and say "I just saw someone that I have been meaning to get together with. It is great meeting you. Enjoy the event."



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Before You Forget...

- Write notes on the front of the business card that you can clearly read
- The key points of your conversation
- Something unique about the person so you remember them. E.g. when you met them, or what they were wearing, or something unique that they said
- List your follow-ups
- Rank your contact "hot" if you really want to not forget them

- If it turns out that the person you met is not someone you plan to follow up with, put the card in a different pocket and discard the card after the event. You only want to keep the "good" cards.
- Take pictures of the "good" cards so you make sure not to lose them



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Examining Through Networking

Takeaways

- The "Unique You"—Your Personal Brand
- Always focus on the other person—don't talk too much!
- Be humble, not aggressive
- You are the only one accountable for your own success
- Follow up, follow up, follow up



Please come up with ways that I can be helpful to you, your family and your friends.

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Examining Through Networking



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