



NETWORKING 101

The basics of successfully navigating a networking event

Mogul Mastermind, Aug 31, 2016

Networking Event?

- Mogul / REIN / Keyspire meeting
 - Industry event
 - Community event
 - Conference
 - Charity function
-
- **GOAL:** Make as many contacts as possible
 - **GOAL:** Meet a QUALIFIED contact

Open Introductions

- Read the group's Body Language
- Stand at appropriate location
- Consider physical contact
- Ask to join conversation

Target a key individual

- Network with intention
- Don't be shy
- Wait in line
- Prepare a thoughtful question / comment
 - *Do you become center of conversation?*
- Respect their time

Ask for an intro / Work with a partner

- Accountability for results
- Metrics for success
- Set an intention
- Quality contacts
- Cross - pollenate

Handshake is KEY

- Dry off hands
- Open hand
- Lock at the thumb
- Flex hand for firm grasp (without crushing their hand)
- Plant feed to generate firm shake from the core
- Try to avoid
 - *Dead fish*
 - *Dainty lady*
 - *Eager beaver*

Approach the group: Join the conversation

- Say hello, ask to join
- Apologize for interrupting (we are Canadian!)
- Ask what the topic is, ask question about topic
- Listen intently
- Contribute to conversation, ask a question

Approach the individual: Simple Hello

- Say Hello!
- Introduce yourself
- Comment on the event
- Begin information exchange

Tell your story

- Tell a story about your portfolio
- Be SPECIFIC about your target deal
- Explain your ideal partner
- Ask how you can help
- Get contact info or propose a meeting

How can you HELP?

- Networking is CONNECTING
- Share resources and information
- Share contacts
- Invest what you can in their goals

Gather contact info

- Ask for the Card
 - *KEY: when possible write a note about conversation on card*
- Input into your phone, email them from phone

Book a meeting

- If the conversation shows a synergy, book on the spot
- Open calendar, propose a time & Location
- Set a general agenda

- Send a confirmation email

Ideas for Follow-up

- Share articles
- Share documents
- Share contacts
- Share ideas
- Refer a client
- Propose and action step
- Ask a question

- Add CONCISE and RELAVANT value

Stay in Touch

- Book follow-up when you book the event
- Periodic phone calls
- Email newsletter
- Social media
- Announcements on deals

Important Points

- Set an intention / goal
- Master the approach
- Exchange information quickly
- Obtain contact info
- Book meetings
- Commit to follow-up

James Knull Real Estate

Join the Mailing list!!

- Meeting Agendas
- Content Archives
- Market Updates
- Analyzed Deals

James@JamesKnull.com

