



GOAL-BASED NETWORKING

Turning Your Socializing into Profitable Relationships

by Jeff Beals



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Chapter One - Introduction

The American philosopher Henry David Thoreau once said, “I went to the woods, because I wanted to live deliberately. I wanted to love deep and suck out all the marrow of life.”

As professionals we need “to suck out the marrow” of our business lives. We must lead active, deliberate careers that are externally focused. That means you turn off the laptop, step out of your cubical and get involved outside the office.

As long as you don't over-commit yourself – burning the candle at both ends, so to speak – being involved actually makes you better at your core work.

People who join professional associations, who get involved in their place of worship, or who engage in community service learn more and meet more prospective clients.

In any given office, there is at least one person who is active in the community or profession and seemingly knows everyone. It is no coincidence that such a person brings in a lot of business, finds great publicity opportunities for the organization and, in turn, earns job promotions.

Simply put, involvement leads to success. You must be out there seeing and being seen. You have to do it perpetually, so that your personal target audience knows about you and remembers you.

Use your time wisely. If you have family or other commitments in the evening, use your lunch hour for networking and personal branding activities. Ambitious professionals should not eat lunch by themselves more than once or twice a week; it's simply too important of a networking opportunity to waste.

The fact is, in order to stand out, you need to be seemingly “everywhere.” As much as you may desire to go home and watch television after work, you need to spend a little more time working, showing up at events. While you don't have to drink until your liver gives out, you do need to be a man or woman about town. Sometimes you have to stay out late at a cocktail party where important



prospects have gathered. Sometimes you need to get up early and meet a member of your personal target audience for coffee before you both start work.

It's not easy, and it comes with a price, but successful professionals are seemingly everywhere.

But being everywhere does not just mean showing up and socializing with people you already know. There's a difference between socializing and networking, and this ebook is designed to explain that and show you how to turn your socializing into networking, which is far more valuable.

Just like anything else in life, you need to network deliberately with discipline and a defined purpose. If you do that, you will be much more effective.

Remember, if your commitment to networking is half-hearted, your results will be only half-baked!



Question for You to Ponder:

Be honest...Are you currently networking enough?



Chapter Two - Turn Your Socializing into Networking

Most professionals know they must network in order to achieve long-term business success. I remember as far back as high school being told by my guidance counselor that I needed to “meet a lot of people and build a network.” That was great advice back then and even better advice today.

It’s critically important to participate in the public arena and interact with the people who could become your clients, provide you with valuable information or help you further your causes and beliefs.

While they understand the importance of networking, many professionals do a lousy job of it. It’s easy to show up at an event, grab a drink, eat some free hors d’oeuvres, say “hi” to a couple people, then go home and pat yourself on the back for being “involved outside the office.”

Unfortunately, that’s not networking. It’s merely socializing.

There’s nothing wrong with socializing. In fact, it’s generally a good thing, but it’s not efficient. In order to convert socializing into networking, you need to have a three-tiered goal planted in your mind before you even enter the venue where networking will take place.

I call it “goal-based networking,” and here’s how it works:

Goal #1

“I will get a direct opportunity”

This could be a new client, an invitation to join a prestigious organization, a job offer, a promise to donate money to your pet cause. While Goal #1 is ideal, it unfortunately doesn’t happen at most networking events.

Goal #2

“I will get a solid lead on a direct opportunity”

This is almost as good as the first goal, because it moves you closer to what you really want. Goal #2 should happen at the vast majority of networking events you attend. If it doesn’t, you’re not meeting enough people or not asking the right questions.



Goal #3

"I will meet new people and learn valuable information"

This is the bare-bones minimum goal that you should achieve at every single networking event you attend.



Make a commitment to network more and remember to think about these three goals before walking into your next networking event. Setting these goals consistently over a long period of time will maximize the return from your investments in networking. That means you increase your public profile, connect with the right people, find new business and become that person who always seems to know about business happenings long before your colleagues do.



Question to Ponder:

How can goal-based networking make you more successful?



Chapter Three - The Mechanics of Networking

Back in 1937, Dale Carnegie wrote one of the most useful books in the history of Western civilization, *How to Win Friends and Influence People*. In this groundbreaking work, Carnegie argued that interpersonal skills were far more important than financial skills or any other set of skills in determining one's success.

Specifically, Carnegie preached humility. Essentially, he said you can get another person to like you if you avoid using the word "I" and focus on using the other person's first name, which he said was "the sweetest word in the English language." Carnegie went further, telling us that we should talk about the other person's interests instead of our own. Carnegie's beliefs must hold some merit, because his book continues to sell millions of copies.

Carnegie's teachings are still very much appropriate for today's professionals. When it comes down to it, networking conversations always need to be about the other person.

Rule of Thirds

"Seek first to understand, then to be understood," wrote Stephen R. Covey, author of *7 Habits of Highly Effective People*. Too often we get that order mixed up. We focus on being understood as opposed to understanding those with whom we live and work.

Whether your role is executive, managerial, sales, customer service or anything else, it is critically important to your success that you listen.

Super executive Lee Iacocca, former CEO of Chrysler, once said, "I only wish I could find an institute that teaches people how to listen. Business people need to listen at least as much as they need to talk. Too many people fail to realize that real communication goes in both directions."

In other words, we should listen twice as much as we talk. It's called the "Rule of Thirds."



Two-thirds of the time you spend talking with a colleague, client or a prospect should be focused on the other person. One-third of the time is focused on yourself.

Why is focusing on the other person so important? The answer is simple: most people are rather self-absorbed. They are their own favorite subjects.

If you show earnest, sincere interest in a person's "favorite subject," he or she can't help but like you. They will feel a connection with you. Showing sincere interest by truly listening disarms colleagues and clients and paves the way for your success.

“ If you show earnest, sincere interest in a person's "favorite subject," he or she can't help but like you. ”



You might be wondering to whom you should listen. Who is worthy of your attention? Who deserves your best listening skills? That's easy: everyone. You never know who has the right information for you or knows just the right person you need to meet.

Sam Walton, the late founder of Wal-Mart, once said, "The key to success is to get out into the store and listen to what the associates have to say. It's terribly important for everyone to get involved. Our best ideas come from clerks and stock boys."

When it comes to listening, remember to do it sincerely and remember that everyone counts.

Reserve Your Third

Some people take the Rule of Thirds a little too far. They think that if listening to someone two-thirds of the time is so effective, how much more effective would it be to listen to them three-thirds of the time?!? Don't do this. You need to reserve your third. While you want to listen twice as much as you talk, don't miss the opportunity to tell the other person something about yourself. The



person with whom you are conversing could go to a meeting the next day, find out about a perfect opportunity for you, but you'll never know it if you fail to reserve your third.

Ask Probing Questions

Networking is valuable when it leads to something. If you end up spending more than just a few minutes with a fellow networker, you want to ask some questions that go beyond the superficial.

Too many professionals go to networking events just for the sake of networking. They grab a cocktail, enjoy the free appetizers, say “hi” to a few people and then go back to the office. Many of us simply “chit-chat” instead of deliberately seeking valuable information from our conversations. If you sell copiers, you need to move beyond small talk and ask questions that lead you to businesses that must replace their aging machines. Insurance brokers need to probe to find out who is experiencing a life-changing event. Real estate agents need to ask, “Who do you know who’s thinking about moving in the next year?”

Having a plan before we start conversations, makes our interactions with other professionals more fruitful. But regardless of what information we seek, and regardless of how much we learn from a given person, it is paramount that we focus and truly listen to each person. Showing deep and earnest interest in a person is a critical part of listening.

When a savvy professional spends time with a prospect, client or colleague, he or she listens actively and makes that person feel like nobody else matters, that for at least that moment, nobody else exists in the whole world. If you can do this, the results are powerful.

Be Forgiving

The next step in mastering the art of networking is to be a forgiving person. For the better you become at interpersonal communications, the more you will realize how lousy the rest of us are. Try not to grow impatient when other people don't try as hard to learn about you as you try to learn about them. Remember that it's a blessing when another person makes it easy for you to follow the Rule of Thirds. Whichever person does the listening and the questioning is the one who controls the conversation and is ultimately “in charge” of the encounter.



Build Your Database

Be sure to gather information on the people you meet. Ask if they have a business card. When you return home or to your office, enter all those business cards into your database and send the person a follow up email. Also, make sure to ask for a LinkedIn connection. Of course, you should always have business cards on your person whenever you go out networking. You want to make it easy for people to remember you and be able to contact you if they ever need your products or services. Handing them a business card helps your cause.

Valuable Leave-Behind

Everyone you meet at a networking event should receive a valuable leave-behind during or at the end of your conversation. But this is not a tangible item of value; it's something intangible such as an interesting tidbit, joke, trivia or some "insider" information. The valuable leave-behind acts as a stinger or exclamation point on your conversation and makes you more memorable. Ultimately, that's one of the key aspects of networking – having people remember you.

Area of Self Marketing Expertise

So what do you talk about during a networking encounter? Your area of self marketing expertise. Regardless of your line of work, you need an area of self marketing expertise, something about you that is fascinating to someone who does not do what you do. In other words, you figure out what is the most fascinating, intriguing aspect of your work and then talk about it to other people.

An area of self marketing expertise is credible because it's related to what you do for a living. It's useful for networking encounters, because by definition it's fascinating to the lay person, who knows very little about your profession.

So what is your area of self marketing expertise? If you're not sure, sit down with a few friends and explain what you do. Ask them what they find most interesting. Take notes.

Once you have decided on your area of self marketing expertise, think about how you will communicate it in an intriguing way. When that's mastered, it's time to put your area of self marketing expertise to work for you. Use it at networking events, in newsletter articles, in public speaking, when dealing with the press and in your social media postings.



Professionals who have well defined and carefully crafted areas of self marketing expertise will ultimately be more successful, because they never run out of interesting things to talk about. An area of self marketing expertise becomes a magnet, attracting people to you.



Question to Ponder:

How will you communicate your area of self marketing expertise?



Chapter Four - Dealing with Social Discomfort

Even in today's digital communication environment, networking is still essential for professional success. But for many people, networking is not a pleasant experience.

If you find networking intimidating, don't feel as if you're alone. Many professionals who are good at networking have had to work hard to make it look that way. Sure, there are some lucky people who are blessed with a natural gregariousness and are comfortable at high-powered cocktail receptions, but they are the exception, not the norm. It is natural to feel tinges of uneasiness when you attend a networking function by yourself where you know nobody.

Practice

There is absolutely nothing wrong with rehearsing how you will act in a networking encounter the night before in the quiet privacy of your own home. Some people even practice in front of a mirror. (Disclaimer: the people who live with you might think you're acting a little weird!)

Observe the Masters

Think of someone you know who is socially gifted, very at ease working a room. Watch that person. Study that person. Think how you can imitate him/her. Each time you go to a networking event, do something he/she does. The best ideas are borrowed. Instead of reinventing the wheel, figure out how you can mimic someone who has already figured it out.

Hold a Drink

I'm not encouraging you to become a drunk, but holding a drink at a social function can help you be more comfortable.

If you're a non-drinker, there is nothing wrong with holding a soda or virgin cocktail. The drink is useful, because it gives you something to do with your hands. It also gives you the opportunity to look down at it every once in a while. That's handy, because sometimes it gets hard constantly looking someone in the eye especially when you encounter "Mr. Laser Eyes," the guy who gets close to your face, stares deeply into your eyes and never blinks. I can't stand that guy!



Just be careful not to become intoxicated. You don't want to do anything that would embarrass your company or damage the reputation you are working so hard to build. Some networkers will order one drink and nurse it for a couple hours, just taking infrequent sips. I know of one person who orders a 7-Up with just a tiny amount of alcohol in it. That way, it smells like a drink, but there's not enough live ammo in it to compromise his faculties.



A Positive Vision

Another way of dealing with shyness is to envision success before going to an event. Like a coach mentally preparing athletes for a big game, you can increase your likelihood for success by imagining yourself doing well in a social situation. Sit down for a few minutes at home or behind your closed office door and envision yourself saying the right things, using good interpersonal skills and being professionally assertive. If you do this regularly, you will most likely evolve into a graceful networker.

Brush It Off

Operating out of your comfort zone can increase introversion tendencies. Some networkers worry they will say the wrong thing and sound stupid. Others are afraid to “interrupt” someone at a party. Others fear they might be “rejected” when they reach out to another person. Even as an established professional, it is an unpleasant experience to introduce yourself and attempt to carry on a conversation with someone who clearly appears not to give a damn about you. I know – it's happened to me plenty of times! When it happens to you, just brush it off and go to the next person.

When someone gives you a cold shoulder, it likely means that person's problems are greater than yours.

Pair Busting

Periodically, you will find yourself at a networking event, standing by yourself with nobody to talk to. You look around the room and everyone is already engaged in conversation with someone else. There are no other “single” people. It can be a little unnerving. When this happens, it's time to be a pair or trio buster.

Simply look around for a pair or trio of people and walk toward them. Don't worry if you feel like you're interrupting. Just go up to the pair or trio and introduce yourself. Be assertive. Sometimes it helps to say, “Mind if I join you?” in a joking sort of way. Ninety-five percent of the pairs you bust open, will welcome you. The other five percent are jerks and not worthy of your attention.



Welcome Other Busters

Now, when you are already talking to someone else and a third person tries to bust into your pair, be sure to include that person and make them feel welcome. Treat the conversational newcomer the same way you would like to be treated. Don't act as if you're inconvenienced. Just introduce yourselves and allow the person to feel part of the group.

The tone of your voice and your body language will help make such a person feel more welcome. Slightly turn your body toward the new person to make them feel subconsciously included and welcome. If the person comes in mid-conversation, explain what you have been talking about in an effort to bring the new person up to speed.

Connecting

Networking gives you the opportunity to be a “connector,” a person who introduces two people to each other. Go out of your way to connect others to each other. If you connect two people who end up doing business together, you have earned social capital. The two people who profited from that relationship will always appreciate you and owe you a debt of gratitude.



If you connect two people who end up doing business together, you have earned social capital.

Connecting also helps mitigate shyness. Instead of focusing on the stress of networking, make it your mission to find people you already know but who don't know each other. You could make a game out of it.

On Your Own

While preparing to go to some function, have you ever worried, “What if I don't know anyone?” It's a common concern, but knowing nobody at a networking event is actually a blessing if you have the right attitude. When nobody knows you, you are liberated from all preconceived notions. You have a clean slate. You can establish your image any way you want in front of new people. Not knowing anyone forces you to actually use your networking skills.



Too many people will go to a function and sit in the corner with their friends, co-workers, spouse, whoever. That's a waste of time. If you're going to do that, just go to a restaurant.

One last thing...I usually drive by myself to networking functions. I find that I meet more people this way and get more out of the event. You can move around at your own pace not having to keep track of the person you arrived with. Another advantage of driving by yourself is that you can leave whenever you like.



Question to Ponder:

- What is your current comfort level in networking situations?
- What do you need to do to increase your networking aptitude?



Chapter Five - Virtual Networking: Social Media Paves the Way for Greater Relationships

“Had a very long day today. Got into an argument with my boss and a client. All I want to do is drink a glass of wine and take it easy, but I have to do laundry tonight. Arrrgh!”

This is the text of a post I once read on a friend's Facebook page. She was clearly frustrated after a tough day at the office.

There's nothing earth-shattering about this post and certainly nothing unusual. We all have periodic days we would rather forget. It's common to come home from work tired out, feeling sick to your stomach, knowing you have important work to take care of at home.

That said, the Facebook post above does nothing to build my friend's personal brand, and worse yet, it probably harms it. In the virtual networking game, we need to paint a picture, cast a vision of ourselves as interesting, fascinating and anything but ordinary. We should never lie when we make a post on the social media, but don't focus on the mundane. Focus on those things that will make people want to know more about you, wish they were like you and want to go out of their way to work with you. Be special. Be fascinating. Be intriguing.

The Internet is the greatest marketplace ever invented, because it is available worldwide 24-hours a day, is so vast that every imaginable product or service is available, has low barriers to entry and is comprised of billions of prospective customers.

The Internet is also the worst marketplace ever invented, because it is available worldwide 24-hours a day, is so vast that every imaginable product or service is available, has low barriers to entry and is comprised of billions of prospective customers. It's too loud and crowded, making it hard to be noticed.

While the Internet (and the social media that are a part of it) provides us with historically unprecedented access, it also provides us with unprecedented clutter. It is easy and challenging at the same time. It has the potential of bringing riches but is filled with land mines. You can't afford to take missteps.



That's why savvy professionals carefully manage their online brands just as they manage how their personal brands appear everywhere else. Below are a few pieces of advice to keep in mind as you network online and take advantage of the countless benefits that come from the world's greatest and worst marketplace.



It's a Game of Fundamentals

Regardless of the medium used, your personal brand must be of value and stand on its own merit. In other words, nobody is impressed just because you have a presence online. People are impressed if your presence is interesting, fresh and provides value to them. When determining what you'll write or say online, think back to your area of self marketing expertise, the part of your professional self that is most interesting to other people. That's what you talk about when you make posts on the social media.

The Invisible Man or Woman

I will periodically receive a call from a stranger, who says, "Jeff, I'd like to meet with you, get to know you and pick your brain. Do you have time for lunch next week?" As soon as I hang up, the first thing I do is Google that person. I want to know who I'm dealing with and what he or she is all about. Now, this may not be fair, but if nothing or very little pops up after I Google someone, I'm unimpressed. My assumption is that they don't have much going on; they're not involved in their profession or community.

It's safe to assume people are Googling you too. When that happens, you **MUST** have a presence. A number of positive things about you should show up in their search results. To be safe, I recommend you Google your own name at least once a month. Also check Bing, Yahoo and other search engines just to make sure you cover all the bases.

If you are not satisfied with your search results, start building a better online presence now. Deliberately build a "Google trail" that people can follow to get to you:

1. Maximize social media. Postings, links, photographs and videos show up in many searches.
2. Become a blogger. Write interesting articles about your area of self marketing expertise. You can also comment on others' blogs.



3. Once you have a blog, submit your articles to the countless websites that publish articles written by a wide variety of people. Just make sure your writing is of high quality.
4. Tell everyone about each of your new blog articles via Facebook, LinkedIn, GooglePlus and Twitter.
5. Shoot short but interesting videos related to your area of self marketing expertise and make them available on YouTube.
6. Post messages using your real name on discussion forums that relate to your profession. Just make sure the forums are legitimate.
7. Write reviews of products and services on various websites using your real name.
8. Develop your own personal website, where you post articles, photos and information about yourself in a flattering way.
9. If you are an officer in an organization or if you sit on a board of directors, see if the organization will include your name, bio and photo on its website.
10. Start a regular podcast.



Live Socially

The social media are such an important part of online networking, they deserve their own section:

1. Develop a nice list of friends, connections and followers on Facebook, LinkedIn, GooglePlus and Twitter. Don't just invite people willy-nilly. Make sure you know them or have had a professional interaction with them.
2. Participate in LinkedIn discussion groups
3. Ask and answer questions on LinkedIn. This has generated powerful results for many professionals.



4. Consider writing articles to be published on LinkedIn Pulse.
5. Keep your profile information up to date especially on LinkedIn and include all your accomplishments. In a lot of ways, a LinkedIn profile is akin to your resume or professional bio.
6. Don't just tweet. Re-tweet the tweets of other Twitter tweeters.



Avoid the Gotcha's

A few words of caution are in order:

1. Don't succumb to the temptation and do anything online that would undo the hard work you put into building your personal brand.
2. Never slander or libel someone else.
3. You may want to disconnect from or de-friend anyone whose online behavior is unbecoming or unprofessional.
4. Carefully manage how you are depicted in photographs. Keep in mind that undesired photos of you may appear in someone else's social media.
5. If you want to participate in non-professional discussion forums, consider using an alias or a pseudonym.

Remember that your Internet presence is to you what an advertisement in the yellow pages was for large companies 20 years ago. If you're not easy to find, you might as well not exist. But just don't put yourself out there for the sake of "existing." Manage your online brand and carefully control your online presence. Be interesting and relevant, while always remembering that the most effective messages you can deliver are the ones that bring value to your readers, listeners and viewers.



Question to Ponder:

What do you need to change about your online presence in order to be a more effective virtual networker?



Chapter Six - Trade Show Networking

My company once hosted a booth at a large business-to-business trade show. Thousands of people passed through the aisles and many of them stopped by our booth. Several of our employees took turns staffing the booth, giving them the chance to meet new people and reconnect with familiar faces.

B2B trade shows are a good chance to network and prospect but not necessarily the place where you're going to do a lot of hard-core deal-making.

Unfortunately, some people don't quite understand that.

I personally staffed the booth from 8:30 to 10:00 a.m. At one point, a woman approached me and introduced herself. She was professionally dressed and had a pleasant demeanor.

But then things quickly went downhill.

Immediately upon introducing herself, she launched into a breathless litany of her product's features and benefits. She went on and on. I probably only heard every third or fourth word, because I was so turned off by her approach.

It was diarrhea of the mouth, a vocal assault of meaningless features and benefits.

I listened for a while waiting for her to break her verbal cadence, giving me the narrow window I needed to end the conversation. Finally, she took a breath. I immediately tried the "give-me-your-card-and-I'll-keep-you-in-mind" trick, but to no avail. On and on she went, regurgitating features and alleged benefits.

I felt trapped. The booth was my cage and she was the captor. I was cornered with nowhere to go and no option but to stand there and take it. For a fleeting moment I looked around the booth in vain for a can of gasoline and a match – surely she would stop if I lit myself on fire.

Eventually, someone else walked up to the booth. I excused myself and said I had to talk to the new person.

Freedom!



Our company exhibits at that trade show every year, and every year the above scenario happens. Several times. I'm amazed that sales people still behave this way despite all the energy we sales consultants expend helping professionals sell more effectively.

Exhibitors pay a lot of money to rent a booth and display their goods and services at trade shows. It has always rubbed me the wrong way when people who don't have a booth go up to everyone else and use in-your-face selling tactics on the exhibitors who are there to meet their own prospective clients.

More importantly, no selling of any kind works when you have not taken the time to figure out what the prospect actually values.



No selling of any kind works when you have not taken the time to figure out what the prospect actually values.

The hapless saleswoman did not appear to care what I valued. She asked me not a single question. She just talked at Gatling-gun pace.

As has often been said, people love to buy but they hate to be sold to. This advice certainly applies to trade shows and other networking events. Successful sales people consider the audience and the environment before deciding how to approach new people. At first, the goal is simply to build rapport and start to learn what a prospect values.

Be patient.

Letting the process play out the way it is supposed to gives you the time you need to work your magic. When you jump in too soon, you alienate prospects and you become the person that people avoid when they see you walking down the trade-show aisle.



Question to Ponder:

Is trade-show networking right for you? If so, which trade shows are best in your industry?



Chapter Seven - Conclusion

Sounds of chatter, laughter and clinking dishes filled the room at the well-attended networking event inside the hotel conference center.

Like the other professionals in attendance, I tried my best to move about the room, meeting people and engaging in discussion.

Then, out of the corner of my eye, I saw Jon (fictitious name) and couldn't help chuckling a bit to myself as he approached.

Jon's a great guy, someone I have enjoyed getting to know. But I always shake my head when I think about him, because Jon is the poster-boy for inefficient and ultimately non-effective networking.

You see, Jon is a marketing executive for a large consulting firm. His job is to schmooze, to go out into the world, build relationships and ultimately sign up clients for his firm's services. Jon works hard at the "relationship" part of his job but doesn't appear to be terribly effective at the "signing-up-clients" part.

Jon is seemingly everywhere. He's diligent, because you can't go to a networking event without seeing him. He is intelligent and talented. He is engaging.

Despite all his attributes, Jon has one glaring deficiency. In the 15 years I have known him, he has never once asked for my business.

It's not just me. Others have noticed the same thing.

Jon is a guy who networks for the sake of networking. He knows it's the right thing to do, but he doesn't finish the job, call the question, ask for the order.

Remember that your ultimate goal in networking is to establish rapport, learn information and ultimately use it to accomplish your business goals. Sure, most of your time is engaged in chit-chat and pleasantries, but at some point it's time to cash in.

Jon's affliction is actually a common one.



In addition to my work as a professional speaker and sales consultant, I'm in charge of sales and marketing for a commercial real estate firm. My colleagues and I have always been amused by some of the business development people from architecture, engineering, construction and finance firms who lavish us with attention, give us gifts and take us out for free lunches without ever asking for the business.



It's easy to do the relationship-building part, but it's hard for many people to follow through with the asking part. Asking is inherently difficult, because it's not fun to be turned down. It's human nature to avoid rejection. Because of that, many people put themselves out there, build relationships and simply hope and pray that the clients will come to them.

That's too passive. Waiting for people to volunteer to be your clients might work occasionally, but it won't generate enough business to sustain you.

It's true that successful people must network, but networking is simply a means to an end. Your success as a networker is ultimately judged when your prospect signs their name on the dotted line.

This ebook has been all about networking, but if you don't end up using your networking for some big goal, what good is it?



Let's Continue the Discussion



Jeff Beals is a professional speaker and international award-winning author, who helps companies increase their profits and associations achieve their missions through effective sales, marketing and personal branding techniques. He brings complicated subject material to life through entertaining keynote speeches, workshops and seminars. Jeff has the unique ability to connect personally with audiences. Attendees commonly refer to his lessons and quote his stories several months and even years after the presentation has ended.

It doesn't have to stop with this ebook...Let's work together!

Schedule Jeff Beals for a keynote speech, breakout, seminar, workshop or webinar in order to help your employees or association members do more business and be more successful!

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