

ENGAGE: A GUIDE TO NETWORKING SUCCESS

Do you dread attending professional functions? Do you meet interesting people, make strong connections, and then drop the ball when it comes to following up? If so, then this is the guide for you! Learn a simple, streamlined system to actually enjoy connecting and following up.



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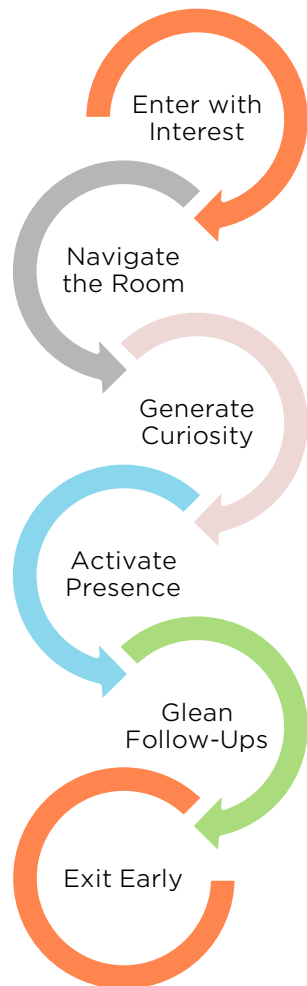
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ENGAGE Others for Networking Success



Enter with Interest

- Be interested in others
- Be ready to share your interests
- Connect with the event

Navigate the Room

- Set a goal
- Write down names
- Remember your role

Generate Curiosity

- Curiosity breeds curiosity
- Ask questions about what you hear
- If all else fails, say “tell me more”

Activate Presence

- Trust presence to guide you
- Focus on the conversation at hand
- Let go of what you’ll say next

Glean Follow-Ups

- Notice interests and topics
- Listen for follow-up opportunities
- Send a meaningful follow-up email within 24 hours

Exit Early

- Recognize the conversation climax
- Strategy #1 Introduction to another
- Strategy #2 Refreshment refill
- Strategy #3 Group introduction
- Strategy #4 Genuine thank you

Drive Results with Streamlined Follow-Up

Before the Event

Block out at least one hour the day after a networking event to complete your follow-up tasks.

You'll also want to prepare your follow-up supply basket with:

- Notecards and envelopes
- Stamps
- Rolodex or other storage solution for business cards

Though not in your basket, an up-to-date LinkedIn profile is critical to this follow-up plan.

One Day after the Event

The day after your networking event (during the hour that you have blocked to complete your follow-up), complete the following tasks for each contact made and/or business card collected:

1. Send a request to connect on LinkedIn.
2. Write out a handwritten note to the contact, recalling one specific detail about your conversation from the previous evening.
3. Address each envelope, add a stamp, and mail today.
4. Draft an email to your new connection requesting a phone call, coffee, lunch or another appropriate next action step.

IMPORTANT: Save this as a draft to send in 1 week OR set the email to send automatically in 1 week, if you have not received a response.

Tracking Follow-Up

Create a task on your calendar to follow up with all the contacts you haven't yet heard from via email. Schedule this task for 2 weeks following the event.

In the body of this task, create a list of the individuals you are waiting to hear from and mark them off as you connect with them prior to the task completion date.

Thank You

Thanks for checking out this thinksheet available on my website. You now have the know-how you need to become a networking superstar! If you'd like to learn more about how implement the ENGAGE Networking Framework, please feel free to contact me.



About Jeannie Sullivan

Jeannie Sullivan is a certified coach specializing in learning strategy, culture change and work-life harmony. Her passion is working with individuals and organizations to activate new patterns that foster meaning, ignite courage and innovate our approach to commerce.

Over the last 18 years, Jeannie has consulted in a variety of industries, including manufacturing, financial services, pharmaceutical sales, software development, transportation, and health insurance. Her passion for innovation led the first mobile learning initiative at Wachovia Corporation.

Jeannie is credentialed as a Senior Professional of Human Resources with the Society for Human Resource Management and a Professional Certified Coach through the International Coach Federation.

Invitation to Connect

I'd like to hear from you! Please reach out with questions, comments and ideas.

- Explore: jeanniesullivan.com
- Write: jeannie@jeanniesullivan.com
- Like: facebook.com/jeannie.sul
- Connect: in/jeannersullivan
- Follow: @jeannie_sul