



Are You a Networking Pro? How to "Work a Room" Effectively as an IRO

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Japanese Proverb

Vision without action is a
daydream.

Action without vision is a
nightmare.



Networking Defined

“Networking is making links from people we know to people they know, in an organized way, for a specific purpose, while remaining committed to doing our part, expecting nothing in return.”

Business networking is the process of establishing a mutually beneficial relationship with other business people and potential clients and/or customers.



Why Do We Network?

- Professional Benefits
 - Find customers
 - Gain intelligence
 - Career enhancement
- Personal Benefits
 - Help and serve others
 - Enhance your reputation



Acronyms

- IR: Investor Relations
- IR: Improved Result
- What is...

IKTA?

Success Formula


$$A + S + K + mG = PBC = IR$$

Attitudes

+ Skills

+ Knowledge

+ Measurable Goals

Positive Behavior Change

Improved Results



Building Your Personal Power

You can have everything in life
you want if you'll just help
enough other people to get
what they want!

- Zig Ziglar



Fact and Fiction

The Popular Belief

- It's not what you know, it's who you know.

The Reality

- It's not *who you know* but *who knows you*.



The Myth of Knowledge

Knowledge alone is not power...

Applied knowledge is power

or...

Just because we **know**, doesn't mean
we'll **do**.



Is Knowledge Overrated?

People will never care how much
you **know** until they know how
much you **care**.



20 Questions

- Where are your opportunities to leverage your strengths?
- What weaknesses need refinement?



Questions to Ask...

- What are you looking for right now?
- What is your target market?
- What is your point of entry?
- What can I do to help you?
- Tell me about your recent successes.
- If I could connect you with one person to advance your cause, what would that person look like?



Common Networking Mistakes

- Getting yourself over-served.
- Talking with food in your mouth.
- Bad-mouthing your competition (or anyone or anything else)
- Selling too hard.
- Poor etiquette
- Talking to “knowns”



Common Networking Mistakes

- Not being "*present*"
 - Surfing for the next "victim"
 - Interrupting
- Trying to demonstrate how smart you are.
- Finishing the other person's sentences
- Failing to follow up



E-Networking Resources

For...

- [LinkedIn.com](https://www.linkedin.com)
- [Jigsaw.com](https://www.jigsaw.com)
- [Networlding.com](https://www.networlding.com)
- [15SecondPitch.com](https://www.15secondpitch.com)
- [TheNationalNetworker.com](https://www.thenationalnetworker.com)



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