

***How to Network Effectively***  
***and grow together with the***  
***Grim's Dyke Business Club***

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# *Agenda*

- ❖ *What is networking face to face and on line?*
- ❖ *What is in it for you, why bother?*
- ❖ *How to actively listen*
- ❖ *How to develop strong strategic alliances?*
- ❖ *How can the GDBC membership, LinkedIn Group, and website help you?*

***People buy from people before  
they buy a product or service***

***If a person likes you and trusts you, they are more  
likely to do business with you, so relationship  
building is very important .***

***That's what this group is great at!!!***

## *What is the definition of networking?*

*“Developing and maintaining quality and valuable relationships for mutual benefit.”*

***Why is networking important?***

***What may be the benefits for you?***

- 1. People win more business more easily.***
- 2. Develops and build valuable relationships.***
- 3. Support others sharing knowledge, expertise and contacts.***

# *Why is GDBC networking important?*

## *What are the benefits for you?*

- 1. It enables people to refer potential clients to each other.*
- 2. You can share ideas with like minded others.*
- 3. Every learning bite provides personal development.*

## ***How to network well.***

- ❖ ***Go with the attitude of giving and helping others, be a great team player.***
- ❖ ***Smile, shake hands and focus on the person doing the talking.***
- ❖ ***Show interest, do this with your body language. Nod, make eye contact, lean towards the person.***
- ❖ ***Truly listen.***

## *Body language*

*To what degree do you:*

- ❖ *Make eye contact?*
- ❖ *Nod?*
- ❖ *Smile with encouragement and interest?*
- ❖ *Make sounds with your mouth?*
- ❖ *Is your mind free of other thoughts?*



## *The 3 levels of listening.*

- 1. **What is in it for me?** Eyes darting, being fidgety, a feeling of disinterest.*
- 2. You are **watching** the person you are speaking to and they are not **joining** in.*
- 3. Then there is **active listening**, you listen with every part of your body*

# ***Active Listening.***

**Question:** *“what is the greatest compliment one person can pay another?”*

**The Answer:** *It is to give your full and undivided attention*

## ***Learns from Active Listening:***

- ❖ ***Use body language to communicate.***
- ❖ ***If you want to be interesting, be interested.***
- ❖ ***Speak with authority, without umm's and err's, allow pauses.***

## ***What is a Strategic Alliance?***

***Two companies that have the same target clients, not in competition.***

***There is synergy between the businesses with similar values and culture.***

***Can refer clients for a win/win situation.***

## ***Benefits of a Strategic Alliance?***

- ❖ ***Co-operation between the 2 businesses that will produce better results than each one on its own.***
- ❖ ***1+1 =3***
- ❖ ***Your alliance partners become your sales force, and your peers.***
- ❖ ***You will add more credibility to your business***

## *How to Develop a Strategic Alliance?*

- ❖ Arrange a 1-2-1 to find out more*
- ❖ Google them, look at their website, connect on LinkedIn*
- ❖ Identify if their industry/products/services and demographics are complimentary to your own.*

## *How to Develop a Strategic Alliance?*

- ❖ *On first impression, do you like/ trust them?*
- ❖ *Do they have a similar client base and values?*
- ❖ *What do their clients say about them?*
- ❖ *Agree some joint actions to move forward*

# *What should your 1-2-1 meeting include?*

- ❖ *Name*
- ❖ *Main products /services*
- ❖ *Business*
- ❖ *Current target clients*
- ❖ *Based in*
- ❖ *What is your USP?*
- ❖ *Geographical coverage*
- ❖ *Other Qualities?*
- ❖ *Company offering (benefits)*
- ❖ *Ideal Referral?*



## *How can each GDBC member help you?*

- ❖ *Share their experience in business*
- ❖ *Write testimonials where appropriate*
- ❖ *Quarterly have 1-2-1 with you to keep updated*
- ❖ *Follow you on social media*

## ***How can the GDBC LinkedIn Group help you?***

- ❖ Every member to contribute to the group, e.g. at the meetings***
- ❖ Use this group to share your news, successes***
- ❖ Link your personal LinkedIn profile with the GDBC LinkedIn Group***

## ***How can the GDBC Website help you?***

- ❖ ***Every member's website to link up with the GDBC website***
- ❖ ***Send your testimonials for each other to be shown on the website***
- ❖ ***Contribute any of your newsworthy items to be included***

# Thank You for Listening and Participating

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