

Rainmaking Through Networking

Rainmaking Through Networking is a customizable program that Scott C. Nevins, Principal, Bernstein Private Wealth Management created to address the following skills-based deficiency:

Although networking is a critical skill in business, and even in social settings, most people are not as effective at networking as they could be because they never received formal training.

Through Scott's 35+ year career, beginning at GE Capital in sales and IT management, then over the next 20+ years as a "sales-centric" CEO running seven early-to-mid staged financial service and technology service companies and most recently over the past eleven years as a senior investment advisor at Bernstein, Scott has mastered the skill of networking and now shares this skill (*yes, a skill*) with professionals and academia.



Rainmaking Through Networking is designed to start participants on the path to becoming a "black belt networker". Most business classes focus on building skills such as sales, finance, accounting, leadership, etc., however, to be successful in business the skill of networking is overlooked. Without formal networking training, people are not as successful as they could be in business. Most people think networking is simply going to a networking event, talking to a lot of people, collecting a lot of cards, having a few drinks, and then going home. This is not effective networking. Networking is hard work – it is not simply having a good time.

TOPICS PRESENTED:

- What is Effective Networking?
- Where Do You Network?
- Networking Basics
- Why You?
- Networking Preparation
- Entering a Room
- The Networking Conversation
- The Exit
- Accountability
- Tips and Take Aways

Scott tailors each session of **Rainmaking Through Networking** to ensure that it focuses on the specific objectives of the attendees. If a very high level overview is what is required, the session can be structured to be 15-20 minutes. The formal program is best suited for an hour (often presented over a lunch). More advanced networking skills and follow on interactive role plays can be scheduled to reinforce the networking training.

Just imagine how much more successful you could be if you meaningfully improved your networking skills and earned your black belt in networking ... **Rainmaking Through Networking**.

Rainmaking Through Networking

What is Effective Networking?

- Creating very specific measurable goals
- Meeting people who can help you accomplish the goals
- Following up to ensure that you achieve your goals

Where Do You Network?

- Everywhere !

Networking Basics

- The larger the network, the better ... it's a numbers game, constantly build your network
- Be unselfish, it's all about the other person
- Networks are important to everyone's success, it helps you define your "brand"
- Networking is a "learned" skill; smile and embrace networking

Why You?

- What makes you unique, special, and different?
- Short memorable sound bites

Networking Preparation

- Create a unique, short, crisp, catchy introduction ... and practice it!
- It's all about story telling
- Everyone likes to talk about themselves ... let them and engage them
- Set your goals!

Entering a Room

- When do you get to a networking event? Answer – Get there early and stay late (best times for networking)
- Where to put your nametag? ... on the right side AND Read everyone else's name tag before you engage them
- How do you enter a conversation when there are 2, 3 or more people?
- Eye contact and "the" handshake

The Conversation

- You need to be in control ... focus on your goals
- Keep engaging the other person
- Don't be like everyone else ... "what's in it for me?"
- Make the conversation "memorable"

The Exit

- Don't spend too much time with one person
- When it is time to move on, put your hand out to shake hands and say "It was great meeting you"
- The "old" handoff, introduce them to someone else
- Look across the room and say I see "so and so" that I have been trying to connect with
- Set up a follow up meeting

Accountability

- You are responsible for your own success
- Achieve the goals you set (no excuses!)
- Follow Up – you are responsible, be creative and when you do not hear back – Follow Up again!
- Keep track of everything

Tips and Take Aways

- Come up with 10-20 reasons why someone should help you and make it easy for someone to introduce you
- Keep track of everything including who helps you and who you help
- Tell stories and be memorable
- Networking is a learned skill and requires practice
- Always focus on the other person
- Be humble, not aggressive
- Why you?
- You are the only one accountable for your success



Rainmaking Through Networking - The Secrets of "Effective" Networking

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Objectives

- What is "Effective Networking" ?
- Start Building or Expanding Your Network
- Leverage Your Network
- Networking Basics and Takeaways
- Practice



My Background

- Math & Computer Science Major at Fairfield University, class of 1980
- GE Capital
- CEO to 7 early-to-mid stage Angel-backed/VC-backed Financial Service and Technology Service Firms
- Senior Investment Advisor at Bernstein

Sales-Centric CEO
"Black Belt Networker"



Some Things That Make Me ... Me

- My background
- Rank everyone a 1,2,3
- Do things differently – *always think out of the box*
- I make it easy for people to introduce me
- Relentless – when I am exhausted, there is at least one more event/meeting that I can go to
- Keep track of everything
- Tell stories so people will remember me
- Earn trust and confidence every day



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The State of Networking

- Most people are not very effective at networking
- Most people "think" networking is important
 - But, no one has attended formal networking training
- Most people think networking is simply going to a "networking" event and collecting cards
 - WRONG! It's all about focused goals and follow up
- Most people don't realize every time you speak to someone, you are networking
- Most people do a very poor job of following up after networking
- Most people do not have specific networking goals



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What is Effective Networking?

- Creating very **specific goals**
 - And being accountable to those goals
- **Meeting people** *who can help you accomplish your goal(s)*
 - Finding a new job, building a company, finding a lead, or it could be as simple as finding a new restaurant
- **Follow Up** is the secret ingredient to effective networking
 - You are in control of your own success
 - Waiting for the other person to get back to you means you have delegated your success to someone else



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Where Do You Network?

■ **EVERYWHERE !**

- From the time you wake up to the time you go to sleep, networking is a full-time job

■ **Some Places to Network**

- Professional and Social Events
- Your workplace
- Sporting activities
- Family events
- School
- Anywhere you are ...

Reminder – **do not forget** your cards / resume / something about you!



Networking Basics

- Networks are important to your success

- It's all about *the other person*

- Your objective is to build champions who will support and advocate for you

- Don't be aggressive (be driven) ... engage others with a smile

- The more people in your network, the greater the likelihood that someone can and will help you

- The more people you help, the more likely these people will help you

- Become an "unselfish" resource to your network

- It's a numbers game !



Networking Basics

- Don't over think which networking events you go to?

- What will you be doing with your time if you are not at a networking event?

- Networking events are like going on a scavenger hunt, you never know what you will find



Networking 101 - "Your Network is Part of Your Net Worth"

- Your network defines you (part of your "Brand")
- You want others to want to be a part of your network (your "inner circle")
 - People want to be a part of a winning group
- **Never** stop networking
 - One of the most common mistakes that most people make is when they achieve their objective for networking they stop networking.
 - At some future point your network will once again become important to you.
 - It is much more difficult to rebuild your network than it is to maintain your network.
- Keep building it up.



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Networking 101 - Preparation: Why You? "Your Brand"

- What makes you ... you? How are you "unique" and "special" and "different"?
- Describe yourself in short sound bites
 - Your work life
 - Your school life
 - Your personal life
- Could someone describe themselves similarly?
 - If so, **don't stop**, keep working on how you describe yourself
- Does your value proposition / resume sound like everyone else's?
 - If so, **don't stop**, keep working on it until you have created something that truly defines who you are and differentiates yourself



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Networking 101 - Preparation: Creative Lines

- The 1st thing that you need to practice is how are you going to introduce yourself. It needs to be short, crisp, and catchy.
 - This is where you begin the process of getting the other person to remember you. **PRACTICE** and **PERFECT!**
- If you are new to a group, make sure you say something like: "I am new to this group, can you tell me a little about it?"
 - You can use this line with everyone you meet at the event. Everyone wants to show off what they know.
- Have short interesting or funny stories about yourself in your back pocket.
 - Your goal is to build relationships where people "remember" you.
- "Can I meet with you to learn how you got to where you are?" (business/social/etc.)
 - People love to be made to feel important.



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Networking 101 - Preparation: Don't Focus on You

- Everyone likes to talk about themselves
 - To make the other person feel good, let them do most of the talking
 - *Yes, I know this is hard to do because I know you will want to do most of the talking*
 - Don't be like everyone else, let the other person speak. If you let the other person speak they will think the conversation went very well.
- Most people network with the approach "what's in it for me?"
 - You want to stand out by focusing on "what you can do for the other person ..."
- Be different – be unexpected



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Networking 101 - Entering the Room

- If you are at a networking event ...
 - When do you get to the event and when do you leave the event?
 - The answer is simple – first / last. Some of the best networking opportunities occur when people are first arriving and when they are about to leave.
- Where do you put your name tag?
 - The right side so that when you shake hands your nametag is not hidden.
- Load up your pockets with your business card or your resume
- Entering into a Networking situation
 - Groups of 2, 3, Larger Groups
- Eye contact and "the handshake"
- Don't enter the room without specific goal(s)



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Networking 101 - The Conversation

- Networking – "You need to be in control". Where is the conversation going?
 - Beginning the conversation
 - Guiding the conversation
 - Closing the conversation
- Keep engaging the other person
 - People generally think the conversation went well if they talked a lot. People like hearing themselves.
- Keep focusing on your goal
 - Try to relate what they are saying to match your goals
- Keep focusing on what will make you "memorable"
- Set up a follow up meeting



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Networking 101 - The Exit: Stop Wasting Your Time !

- Don't spend too much time with any one person.
 - When you make a "real connection", set up a follow up meeting at that moment. Take out your calendar. It is much easier to set up a meeting at that moment than to try to set it up after the event.
 - Move on to meet someone new
- Trade show 101 – read the name tags before you start the conversation
 - Avoid people that may be a waste of your time
- Put your hand out and say "It was great meeting you."
- Ask for their business card (it's like the line – please send me a proposal)
- Introduce them to someone else ... "the *old* handoff"
- When all else fails ...
 - Look across the room and say "I just saw someone that I know that I have been meaning to get together with. It is great meeting you. Enjoy the event."



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Networking 101 - Before You Forget ...

- Write notes on the business card that you can clearly read "on the front"
 - The key points of your conversation
 - Something unique about the person so you will remember them. For instance when you met them or what they were wearing or something unique that they said.
 - List your follow ups
 - Rank your contact – Hot – if you really want to not forget them
- If it turns out that the person you met is not someone you plan to follow up with, put the card in a different pocket and discard the card after the event. You only want to keep the "good" cards.
- Take pictures of the "good" cards so you make sure not to lose them



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Networking 101 - Accountability

- You are the **only** one responsible for your successful networking relationships
- Set specific measurable goals ... **no excuses, achieve your goals**
- Follow up
 - You are responsible for all follow ups
 - Figure out *creative* ways to follow up
 - This is why it is so important to make sure you have communicated what makes you unique during your conversation. In your follow ups remind the other person the "unique" memorable things you spoke about you and the topics you spoke about, along with what you are looking for and how you can help the other person.
- Keep track of everything
 - Last contact date, How you helped them, Next follow up
- And what if you do not hear back when you follow up?
 - FOLLOW UP AGAIN! It is up to you to move the process along.



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A Few Tips

- Come up with the top 20 reasons why someone should introduce/help you
 - Make it easy to introduce you. Give people the words to do the introduction.
- Come up with your list of 1s. Don't waste your time with 3s.
- Keep track of people you "help" and keep track of the people who help you. Repetitive follow up is critical for success. **Keep re-reading this one.**
- Always send thank you notes or something creative when someone helps you
- Tell stories – try to be memorable
- Everyone you meet interacts with so many people, focus on how you will stand out and will be remembered.

Take Aways

- Become a "Black Belt Networker"
- Always focus on the other person – don't talk too much!
- Be humble – not aggressive
- What makes you unique? "Why me?"
- You are the only one accountable for your own success

Please come up with ways that I can be helpful to you, your family and your friends.

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Networking 200 - Role Plays and Practice

- Your Introduction
- Why You ?
- Goals
- Entering a Networking Situation
- The Networking Conversation
- The Exit
- Following Up



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