



10 Ways to Improve Your Networking Results



Follow these easy-to-follow tips to become a more confident networker, leading to meetings with decision-makers, interviews, and offers!

1) WHAT'S IN IT FOR THEM (NOT ME!): Whenever you are speaking with someone, whether they are a new contact from a networking event, you've met them through LinkedIn, or they are a referral from a friend, try to ALWAYS put yourself in their shoes. What do they get out of this conversation? Why should they talk to you and offer advice? Give them a reason, and always consider what's in it for them.

2) ALWAYS LISTEN: When you are having a conversation with someone that could get you in the door of your next interview, or connect you with a key influencer, truly focus on what they are saying and how they say it. Don't rush to get your two cents in, or let your mind wander off on the next couple of points you want to make. You could miss a crucial piece of advice that could be a talking point in later conversations. Just listening to them will earn their respect and recommendation. We've all heard it said...we've been given two ears and one mouth for a good reason...networking!

3) ALWAYS ASK: If you are listening, chances are, you will probably have questions. These two suggestions work hand-in-hand! Not only will you likely be interested in what they have to say, but you'll also learn lots more about both the person and how they can help you in your career search.

4) ALWAYS OFFER HELP: So they took the time to discuss your career with you, but you didn't expect them to want something in return? Every business professional knows this: Give to receive. Even if you lack experience in an area they are curious about, suggest people in your network that may be able to help them form relationships, which could mean turning your job search into an interview far faster than you expect.

5) NEVER ASK FOR HELP, ALWAYS ASK FOR ADVICE: When people sense that you are asking them for a job, they become less inclined to have a conversation with you. In fact, they may use that opportunity to run off to the rest room, call home, get another drink, and so on. Once again, put yourself in their mind, and think how you might react. Instead, ask for advice. Most people love talking about themselves and their careers and would be willing to provide advice. You never know, that advice could prove to be just as valuable as a referral to someone else!

6) DO NOT OFFER YOUR RESUME, EVER...I REPEAT...EVER! It might seem strange, but this is an easy way for a contact to dismiss you for future meetings or meeting you at all. If they ask to see one, and you have one with you, STILL say you are without one and you'll forward one later. Even better, offer your LinkedIn profile link. It's critical to push for actual meetings with referrals BEFORE you send them your resume. It's essential that, if possible, you lead with your best sales product, yourself!





7) KEEP YOUR EARS WIDE OPEN: The more you listen (see #2), the more successful of a networker you will become. Always try and remember a specific point or two about your conversation. Not only will it enable you to remember that person much better, but also you can lead with it to secure future conversations with that person. Knowing what sports they like or music they listen to can be a good talking point to lead with when you follow-up. Not only that, they will probably want to respond to you and carry on the conversation! Both parties of the conversation will almost always remember a common interest.

8) ALWAYS KNOW HOW TO ANSWER THIS QUESTION: Make sure you have a compelling reply to the "What do you do?" question. This question could make or break the conversation. If you don't know how to answer this, you may not be able to secure a second conversation. Have a 20 second maximum reply with 2-3 sentences on what you bring to the table and can offer your next employer. Nobody wants to hear two solid minutes of corporate speak, not even your best friends, trust me on that one.

9) ASK FOR REFERRALS: Always ask if that person can refer you to someone else in their network, or introduce you to someone else at that gathering that make be a key-influencer or decision-maker in your industry. Chances are they know someone that could help, and if you don't ask, they may not offer. What's the worst thing they can do? Say they have nobody in mind, but they'll think about it. Remind yourself of the downside; it's just not that bad...so ask!

10) ALWAYS SCHEDULE A FOLLOW-UP: It's important to have a call to action and keep that contact engaged and reminded of you often. Let them know you are serious and deserve to be met with again.

11) SMILE, AND BE ENGAGED: OK, I couldn't stop at 10, so here's an 11th, and an obvious one, but often overlooked. Even if your conversation partner is boring you to tears, please stay engaged, and smile! If a connection to them directly won't help you, certainly someone in their network will, leading you to those meetings, interviews, and an offer in the job you've always wanted!

These are just a few key takeaways to make the most out of your networking efforts. If you **take these quick tips and apply them to your next conversation**, not only will you see results, but you'll see just **how powerful networking truly is**...now go get networking!

HOW I CAN HELP YOU:

I can work with you if you are an executive or a current / retired athlete at any point in your career cycle. If you've been downsized and need to develop cutting edge job search strategies, or if you want to reignite your passion for the career path you're already on, I've developed an **easy-to-follow system** that will lead you to a job you've previously only dreamed of!

If you are an entrepreneur or part of a small business looking to grow your audience and increase your bottom line, reach out to me for tips and strategies that will get you there faster.

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