



B R A G B I R D

# BragBird Workbook

## MODULE #3

### “Goal-Based Networking”

Note: We recommend you print this workbook and refer to it while watching the video.

#### **Key Takeaways**

1. You will be more motivated to network and more comfortable doing it.
2. You will have a goal in mind each time you go to a networking event, thus increasing the likelihood that any given networking event will lead to new business opportunities.
3. You will learn how other sales pros use networking to obtain new business.

#### **Key Concepts**

In order to stand out, you must be seemingly “everywhere.”

Just like anything else in life, you need to network deliberately with discipline and a defined purpose. If your commitment to networking is half-hearted, your results will be only half-baked.

**Question:** What’s the difference between networking and socializing?

#### **Goal-Based Networking:**

Goal #1 is “I will get a direct opportunity”

Goal #2 is “I will get a solid lead on a direct opportunity”

Goal #3 is “I will meet new people and learn valuable information”

**Wisdom:** “Seek first to understand, then to be understood,” wrote Stephen R. Covey, in *7 Habits of Highly Effective People*.

**Question:** What is the rule of thirds?

**Question:** Why is focusing on the other person so important?

Having a plan before we start conversations, makes our interactions more fruitful.

Skilled networkers are forgiving people. Try not to grow impatient when other people don't try as hard to learn about you as you try to learn about them.

Whichever person does the listening and the questioning is the one who controls the conversation and is ultimately “in charge” of the encounter.

**Question:** What will be your system for keeping track of the people you meet at networking events and making sure you follow up with them?

**Question:** What does it mean to be a “connector?”

**Question:** Why is it a good idea to go to networking events by yourself?

## Discussion Questions

- ✓ How can you become one of those sales pros who's active in the industry or marketplace, seems to know "everyone" and knows intel/rumors before other people in your firm?
- ✓ What are you going to do to make sure you're never one of those sales pros who networks just for the sake of networking, in other words, someone who is just "checking the networking box?"
- ✓ Let's say you go to a networking event by yourself, and when you get there, you know nobody. What are some things you can do right away to make yourself comfortable and make sure you get value out of the event?

## Exercises

**Important Note:** You can write your answers to the exercises in the space below or use the Exercise Worksheets on the pages that follow.

1. Pair up with one of your colleagues and share with each other some of your best networking successes especially those networking encounters that have led to a new client. If your colleagues have any networking ideas you consider to be particularly useful, share them with the larger group.

## EXERCISE WORKSHEET #1: Identifying Past Networking Success

With whom have you successfully networked in the past?	Where did you find them?	What made the networking encounter successful?
1.		
2.		
3.		
4.		
5.		

## EXERCISE WORKSHEET #2: Learning from Your Colleagues

Collaborate with two or three of your colleagues and share with each other your networking successes. In the spaces below, write down ideas you gained from your colleagues' networking experiences.

With whom did your colleagues network?	Where did your colleagues find them?	What made their networking experiences successful?
1.		
2.		
3.		
4.		

# EXERCISE WORKSHEET #3: New Networking Targets & Strategies

Define your new targets, where you will find them and how networking with them will be beneficial.

Who are you targeting?	Where will you find them?	How will you make this successful?
1.		
2.		
3.		
4.		
5.		