

Nine Networking Mistakes And How To Avoid Them

MNFEA Annual Conference

March 12, 2020

Duluth



Networking Mistake #1

Not Valuing Networking



Networking Mistake #2

Bungling the Meeting Request



Great! You've Got the
Meeting!

Now what?

What Is Your Objective for the Meeting?

- Learn a couple of new things
- Get a new connection or two
- Gain an evangelist

Networking Mistake #3

Taking Too Much Time



Networking Mistake #4

Not Being a
PRO in
Running the
Meeting



A 20-Minute Networking Meeting

1. Great First Impression (2-3 minutes)
2. Great Overview (1)
3. Great Discussion (12-15)
4. Great Ending (2)
5. Great Follow Up (within 48 hours)

Networking Mistake #5

Not Doing
Your
Homework



Networking Mistake #6

Not Knowing
Your
Narrative



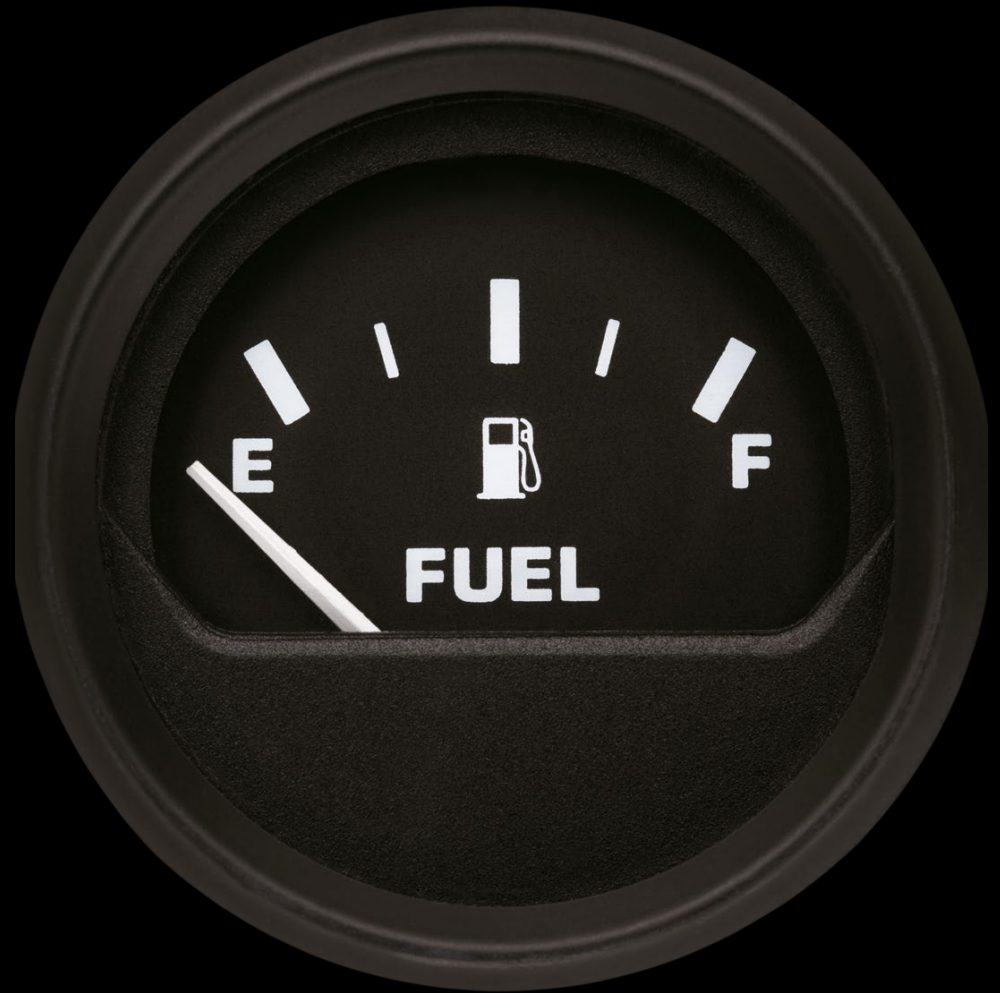
Great Discussion

5 Key Questions

- Questions 1-3: Discussion Questions
- (Observation followed by Questions)
- Question 4: Add to Your Network
- Question 5: Show Gratitude

Networking Mistake #7

Not Giving
Back



Networking Mistake #8

Not Using
Follow Up to
Your
Advantage

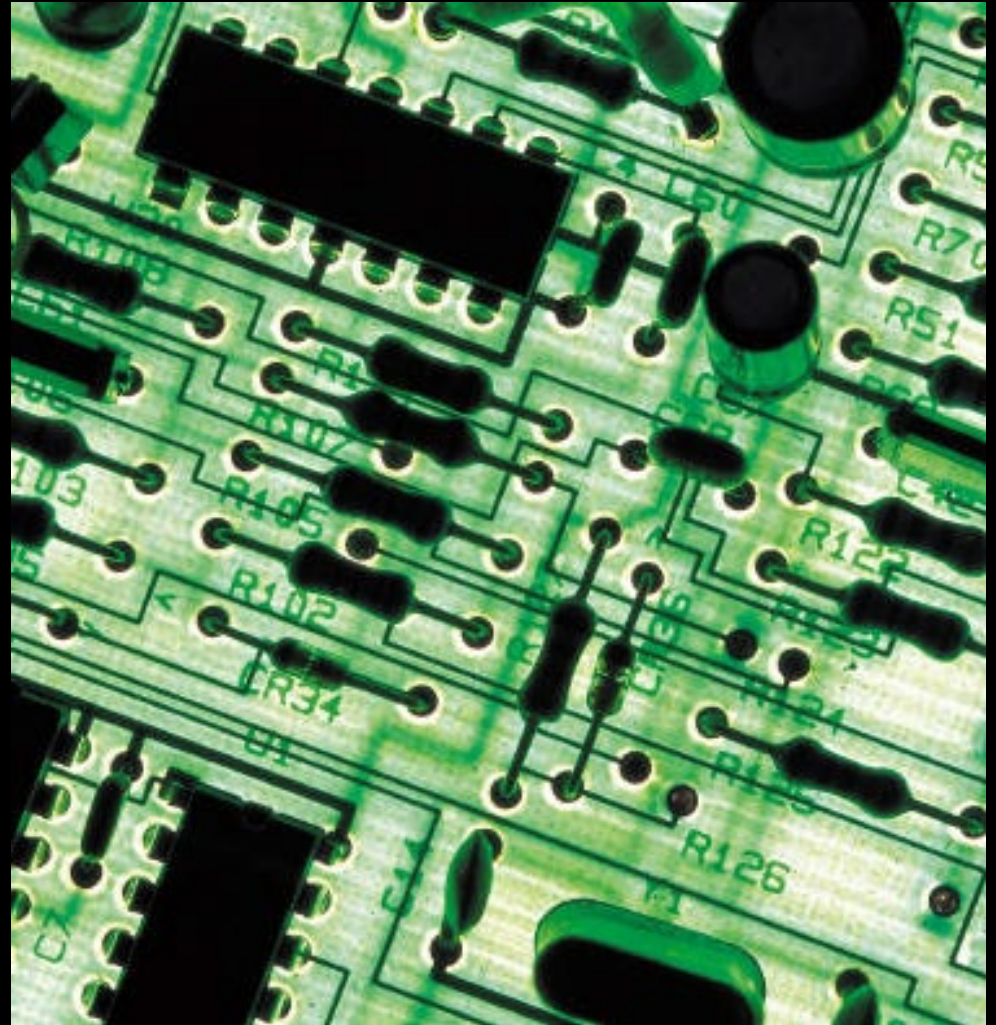


Great Follow Up

- Take Prompt Action
- Be Specific in Your Gratitude
- ALWAYS Circle Back

Networking Mistake #9

Not Making
Networking a
Part of Life



Networking Using Linked-In

- Same Introduction Rules Apply
- Send a Short Note with Reason for Connecting
- Be Specific
- Show Gratitude
- Recognize Someone in Your Network

Networking in Large Groups

- Talk to the FIRST PERSON You See
- Master the 5-Second Rule
- Progress > Perfection
- Don't Get Caught Off Guard
- Boost Your Interest in Others
- Exit Gracefully
- Follow Up



FURTHER DISCUSSION?

Brad Ballinger
Cincinnatus
612-843-0130
brad@cincinnatus.com