

# Networking for Success



Relationship building and face-to-face business networking skills are critical to effective business performance. Among young business professionals, 60% say they are uncomfortable in business and social settings and 85% say they don't have the networks they need to accomplish their goals. This is a strong indication that companies need to support development of these skills. *Networking for Success* (NSS) will provide your salespeople with the skills they need to develop effective business networks, secure more prospects, and grow their revenue.

Whether your organization calls it social acumen, relationship development, rainmaking, or connectivity, business networking skills are often ignored or misunderstood. Business networking is more than being an extrovert or collecting as many business cards as you can. The reality is that networking is the basis for deep and meaningful relationships and is a set of skills that can be developed.

## Program Outcomes

*Networking for Success* (NSS) shows salespeople how to build effective business networks. Participants learn how to evaluate the effectiveness of their networking efforts, how to make meaningful contacts, how to enter existing groups, and how to demonstrate their competence and character to potential prospects. NSS empowers employees to comfortably and effectively approach the people they need to—those who are most likely to become good business contacts.

## Learning Approach

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, NSS includes components and activities that enhance Participant Readiness and Learning Transfer.

**Participant Readiness** prepares salespeople and managers for the overall learning experience:

- Optional pre-session assessment of networking competencies

**Learning Transfer** design embeds practice and use of new skills. The learning is delivered as a:

- One-day face-to-face, application-oriented workshop and includes planning tools for making effective use of networking events and planning an overall networking strategy

The program can be delivered in modular format over non-consecutive days to allow application between sessions. The face-to-face workshop is taught by a Wilson Learning facilitator.

## Enabling Improved Performance

NSS can be easily tailored to your organization's business environment by your organization's training professionals or with the support of Wilson Learning consultants.

There are two NSS planner tools: a Networking Event Planner and a Networking Strategy Planner. These are provided in both paper and electronic versions.

## Key Learnings Are . . .

### Reframing Networking

Move beyond the myths about networking; establish networking goals, understand networking as a mutually beneficial relationship, and learn the Eight Networking Competencies

### Mastering the Three Key Moments

Learn about the three key moments in face-to-face networking and how to: (1) make your name memorable, (2) enter existing conversation groups, and (3) communicate what you do in a memorable and meaningful way

### Developing Relationships

Understand that meaningful relationships build through a series of six stages; learn how to move a relationship to the next stage and to evaluate the risks and value of taking action; understand how to define and communicate your distinctive competencies and character to others as you build relationships

### Managing Conversations

Learn the four elements of a good conversation; develop questions for starting and building relationships; construct stories that demonstrate your skills, character, and value to others

### Making the Most of Memberships

Identify places and groups in which to effectively network; learn how to evaluate the value that each networking opportunity brings

### Action Planning

Make a plan to implement best practices and learn to use action-planning tools

## Your Salespeople Will Be Able To . . .

Discard their myths about networking and focus on how to be more efficient in their networking efforts

Come to networking events prepared and confident in their abilities to engage in meaningful conversations and quickly identify partners for mutual benefit

Effectively communicate their value to prospective clients and build deep, meaningful relationships

Communicate effectively the value that they, and the organization, bring to a prospective business contact

Choose networking venues that are effective at creating impactful business relationships

Plan for specific networking events as well as their overall networking strategy

## Continued

### Evaluation

Measurement of the impact of this program may be achieved within the scope of your existing sales reporting system. Existing reports on prospect conversion rates should show improved ratios. As an option, Wilson Learning can consult with your organization to determine which sales reports and measurements most accurately and fairly indicate the impact of this program and can work with your sales management team to account for other factors. Wilson Learning's goal in this option is to ensure your measurement of the impact of *Networking for Success* (NSS) is fair and credible.

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

**This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities and can be integrated with your sales processes.**