### **Breaking New Ground By Building Your Network**

### **Conversation Catalysts:**

### **Use during any networking opportunity**

## *“Whether within an organization, within a community or within a group, all networking depends on trust.” Bill Becks*

**Great opening lines: Ask open-ended questions. Then listen for the answer. The answer prompts your next response or question.**

* “What brings you here?”
* “Tell me about your…”
* “How can I get the most out of being part of Colorado NAHRO?”
* “What kind of food do you like to eat in Pueblo?
* “What do you think of \_\_\_\_\_\_\_\_\_\_? (Non-controversial)
* Whom do you suggest I meet?

Keep the conversation going:

* “Tell me more about…”
* “How did you make that happen?”
* “What happened next?”
* “What’s been your biggest challenge or success?
* “Explain that.”
* “How can I be helpful to you?”

Ask for the other’s card after you have visited for a while or when you depart:

* Acknowledge something on the card.
* Make note on card after card owner departs.
* Keep your personal cards and cards you collect separate.

Say “Good-bye” gracefully:

* “I’ve enjoyed meeting you.”
* “Let’s get a drink (lemonade, of course).”
* “Let’s circulate. I’ll introduce you to…”
* “Great meeting you. I’ll send you that article on…”
* “Karen Susman says I have to practice my networking.”

***“It’s all about connecting and building long-term, mutually beneficial relationships.”*** *Karen Susman*

**“Networking works when you fully understand that there is inherent value in every human being and every human relationship regardless of title or position.”** George Fraser

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Karen Susman says,

*“Network all the time everywhere!”*

Then…



**Follow Up or Forget It**

* Handwritten note
* Call
* E-mail
* Facebook
* LinkedIn
* Send article or clipping
* Build and maintain data base
* Give referrals
* Get referrals

One of the dangers with the enormous advances made in technology is to confuse the transmission of information with effective communication. **effective communication.**

**Be Visible**

* Speak
* Write
* Teach something
* Introduce others
* Volunteer
* Work trade shows
* Have website
* Have blog
* Respond to others’ blogs
* Send newsletter – paper or e-newsletter
* Become a recognized expert
* Make sure your mom would like your means of visibility

# Repeat: You never outgrow your need to network!

*What action will you take within the next 24 hours?*

If I can be helpful to you in anyway, please contact me at 303-756-6939 or [Karen@karensusman.com](mailto:Karen@karensusman.com). Visit [www.karensusman.com](http://www.karensusman.com) for lots of free, fresh ideas.