



NJ PMI Chapter
May 6th Symposium 2013

*Networking Skills for the Successful Project
Management Professional*

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EVERYONE'S IN SALES



How to Unleash
the Power of Sales Culture
to Boost Your Revenues,
Profits and Growth

Todd Cohen

Make Networking WORK for YOU!

PMI – New Jersey Chapter

With Todd Cohen

Author of

“Everyone’s In Sales”

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“Everyone's In Sales”



Trcohen



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Networking Skills and Networking Fun



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What you need for this Seminar...



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Making Net(work)ing Work!

It's **not** about **you**.



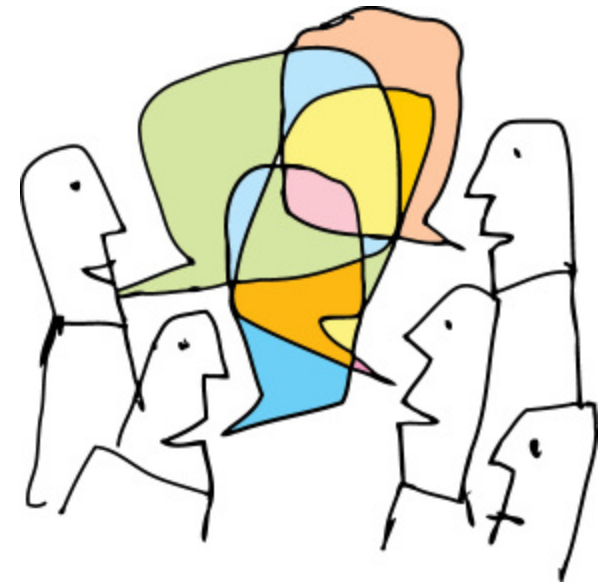
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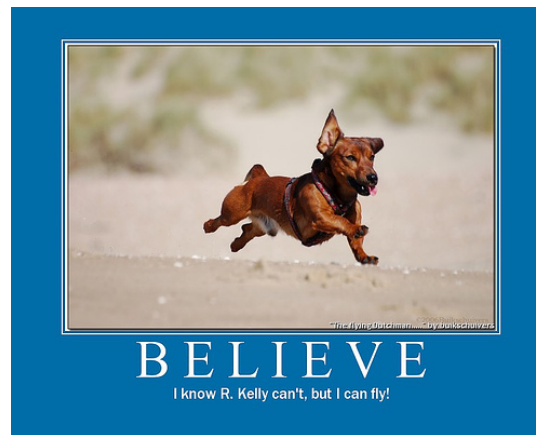
Making Net(work)ing Work!

Every conversation is **selling**.

Every conversation is
networking.



Making Net(work)ing Work!



It's about **believing** networking **DOES** work.

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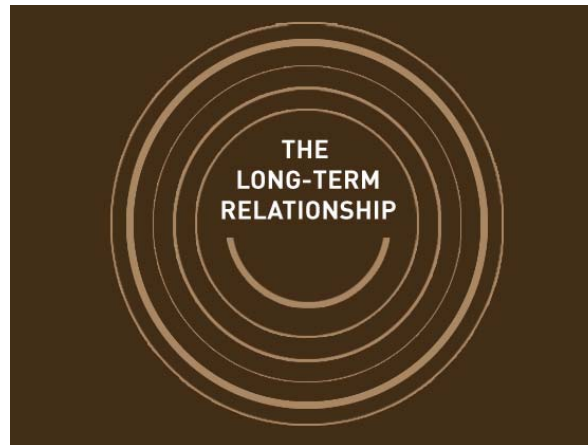
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Making Net(work)ing Work!

It's about the **relationship you build**; not about what you have to “sell”



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Making Net(work)ing Work!

Take the **pressure off**
to meet everyone.

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Making Net(work)ing Work!

It's about knowing your
**personal value
proposition.**
NOT what's on your
card.

Making Net(work)ing Work!

Workshop One

“What do you do?”

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Making Net(work)ing Work!

It's about being an **expert** – at something – **be compelling**



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Making Net(work)ing Work!

He or she with the **most
business cards does *not*
win.**



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Making Net(work)ing Work!

It's not a race; there **is no finish line** in
networking;
it is **LIFELONG.**



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Making Net(work)ing Work!

It's about the **ability to**
prioritize your targets.

Get a **list** of **attendees!**

Prospects and **Referrer's**



Making Net(work)ing Work!

The **First Rule of Engager**



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Making Net(work)ing Work!

He or she who speaks the most does not win ; it's about **a strong introduction, listening and not monopolizing time.**



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Making Net(work)ing Work!

Workshop Two

“Opening a Networking Conversation”

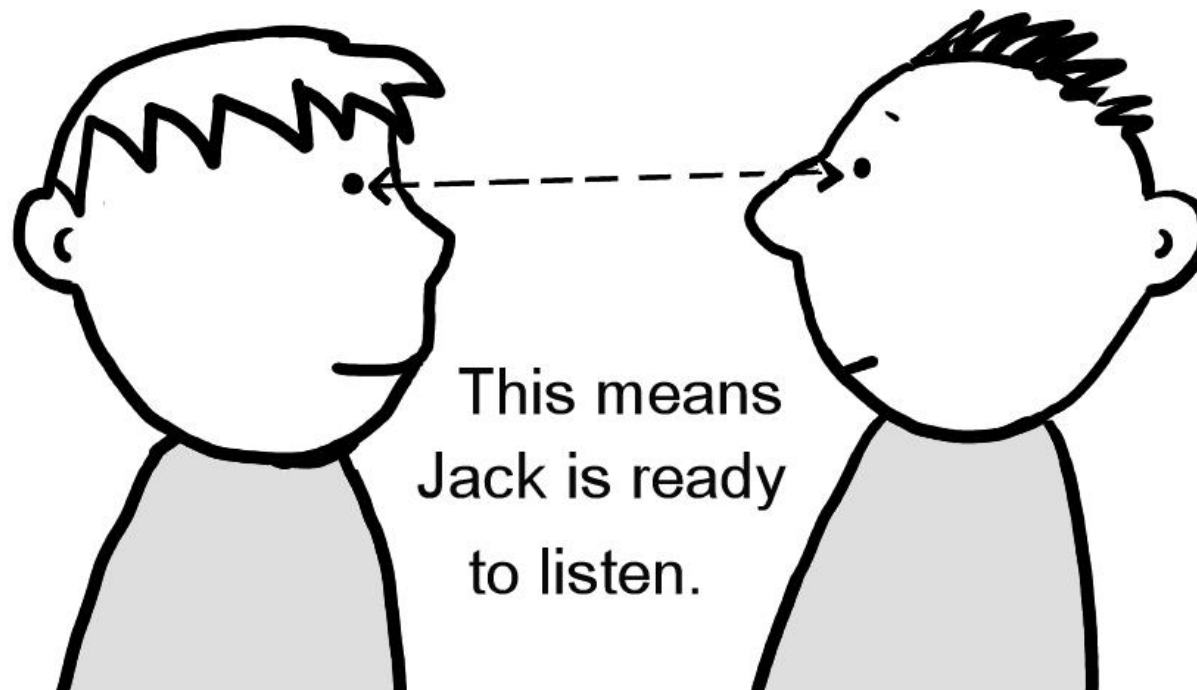


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Making Net(work)ing Work!

He waits till Jack's eyes look at his eyes



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Making Net(work)ing Work!

It's about knowing **when and how** to **approach people**.
“Todd’s Rule of Two”



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“Todd’s Pocket Rule”



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Making Net(work)ing Work!

It's about **connecting others**;
help **before** you're *asked* to help.



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Making Net(work)ing Work!



It's about knowing **how**
to end a
conversation.

Making Net(work)ing Work!



Workshop Three

“Concluding a Conversation”

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Making Net(work)ing Work!

It's about the **follow up**
and the **follow through**, not the
“forget you”



Making Net(work)ing Work!

It's about the **follow up**
and the **follow through**, not the
“forget you”

1. **Phone call or Email**
2. **Schedule**
3. **Go**
4. **Follow up**



Making Net(work)ing Work!

It's about **being present**



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Making Net(work)ing Work!



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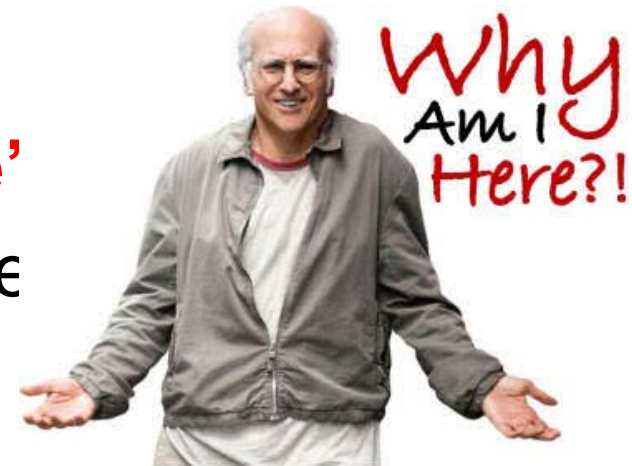
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Making Net(work)ing Work!

It's about not going **“just once”**
it's knowing **why** you are there



Making Net(work)ing Work!

It's about building a **Strong Virtual Team**

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Making Net(work)ing Work!

It's about being at the **right places**; not *any* place

“Todd’s Rule of Three”



Making Net(work)ing Work!

Workshop Four

“Create your 2013-2014 Networking Plan”

Now that you have **your three:**

- **12-18 month commitment**
- **Get involved on ONE committee**
- **Be a regular**



Making Net(work)ing Work!

Finally...

Change networking **forever** and make it
work for you

99.47% (+/- 2.56%) of the time...

Making Net(work)ing Work!

“How can I **help you?”**



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Networking Lines that Don't Work

“I will be right back”

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Networking Lines that Don't Work

“Seriously, did you *really* want to come tonight?”

Networking Lines that Don't Work

“...I really hate this stuff, don't you...?”

Networking Lines that Don't Work

“Why ARE you here?”

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Networking Lines that Don't Work

“Why are YOU here?”

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Networking Lines that Don't Work

“I’m bored”

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Networking Lines that Don't Work

“Thank goodness that’s over!”

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Networking Lines that Don't Work

“That was a waste of time”

Networking Lines that Don't Work

“Psssssssst, can I leave now?”

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