

## A Step by Step Programme from the Steps Partnership™

### *“Part 1 - Making the Connection”*

*To make a Difference, You have to BE the Difference*



### **Introduction**

By defining the word ‘Networking’, by understanding its meaning, our need for networking, and why we are so fearful of it, we can redefine our interpretation of networking and subsequently, of ourselves and our role within the networking arena

### **What is Networking?**

1. Communication
2. Selling you first.
3. Like – know - trust
4. It's not about what You Can Get but what You Can Give
5. People hear what they see

### **Why Do we Need to Network? What does Networking do?**

1. Word of mouth marketing
2. Creating a platform to sell at a later stage
3. Identifying opportunities
4. Create more visibility for self and for company
5. Gaining information (possible clients, and competitors)

### **We have a Choice**

1. We can stay within our Comfort Zone and carry on doing the above, or we can move into the Courage Zone and begin to give.
2. We will begin to see things differently from this new place.
3. Change the way you see yourself and see the change in how others see you.

### **Think Give not Get**

1. You will meet interesting people whom you will want to listen to
2. They will want to listen to you too
3. It becomes enjoyable - if you think give
4. It becomes fun - if you think give
5. It becomes rewarding - if you think give
6. It raises self-esteem for both parties - if you think give

7. It increases self value for both parties – if you think give
8. You become understood *and appreciated* for a different reason – not for *what* you do, but *who* you are as a person
9. Givers Always Gain

## *Part 2 - Make the Shift*

*BE the Difference!*



### **What is it that we don't like? Why are we so afraid?**

List all reasons - root is in fear, culminating in fear of rejection.

And we take it personally!!!!

Impacts on self-esteem, self-perception, self-value. We are our own worst enemy. Change the way you see yourself.

Change the way you see your objective.

- You are not going out there to sell
- You are going out there to help
- Your business helps people – should they need it.
- Understand (listen) then be understood
- Rapport from an honest heart
- Result – takes the personal pressure away immediately!

If you communicate from Need and Greed you will not Succeed!!

Think not 'What can you do for me and how much will it cost?'

But 'What can I do to help you?'

Whatever you focus on finds you – *Negative results*

### **Positive Pro-action**

- Prepare from sound knowledge (List)
- Prepare your self (List)
- Understand body language (evaluation not judgement)
- Understand other peoples fears
- They may decline your offer of help but they are not rejecting you!
- Many at an event only care about what you can do for them – it's not about what you do – the relationship still exists – it does not end with a 'No thank you.'
- Relationship Bank Accounts – deposits and withdrawals. Women and words.
- Show Value – Show Respect. Remembering names, look at their business card, take interest, take notes on who you have met, you never know when you may need them.
- Laws of the farm
- Whatever you focus on finds you – positive, authentic, genuine.