



# Networking For Results

Created for a special group at the  
2009 Bridges to Better Business Event

# **Business Basics**

**Purpose of a Business**

**Marketing**

**Selling**

**Relationships**

# *Networking: Cornerstone Success Strategy*

**The business process of creating  
& developing relationships from  
from initial contact to ultimate outcome.**

# *Networking for Results Components*

**Process**

**Preparation**

**Persistence**

# *Networking Phases*

**First 5 seconds**

**Next 25 seconds**

**Next 2 minutes**

**Last 5 seconds**

**Next 24 hours to 7 days**

**Final outcome**

# *Relationship Drivers*

**Context**

**Communication**

**Contribution**



# *Networking for Results* *Action Plan*

1. Implement a networking strategy.
2. Develop your networking skills.
3. Invest in relationships.
4. Measure Results.

# *Value-Add Options*

- ✓ FREE “Managing the Networking Process” ebook.
- ✓ FREE weekly email networking tip.

**Every person you meet has  
the potential to help you,  
to the extent she/he is willing and able.**

**Your mission is to  
stimulate their willingness  
as you discover their ability,  
relative to your situation.**

*Michael Hughes*