

Networking for finance professionals

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Seminar Objectives

- Knowing why networking is key to growth
- Knowing what outcome you need before you start
- The art of simplicity
- The art of stickiness
- The art of story telling
- How to measure the success of networking



Networking: Key to growth

What role does client networking fulfil?

- Build trust & relationships
- Exchange information
- Identify new opportunities
- Be remembered
 - Customers
 - Suppliers
 - Recommenders





Outcome

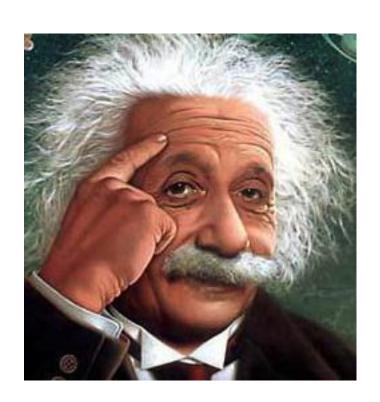
Work Backwards

Who do you want to talk with?

- What do your customers look like?
 - The ones who pay you the most
 - The ones who you enjoy working with
 - The ones you've had most success with

Make it easy by deciding who you want to speak to





Make things as simple as you can but no simpler







The practicalities

- Name Badge (Who & What)
- Pen and business cars

NOT your marketing material

You are there is get a future cup of coffee



Data

- Detailed
- Process
- Number focused
- Past performance



Insight

- Big picture
- Meaningful
- Enable choice
- Future performance

New decisions, choice & value



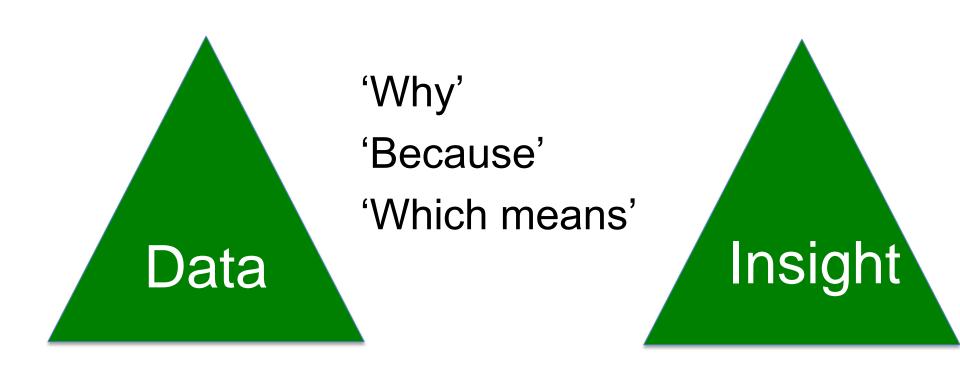
Essential: 50%

- Reference to big 3
- Client value
- How products help them deliver value

Optional: 50%

•Whatever the client needs to respond positively to their perceptions of value







The art of stickiness

Can you put yourself in the shoes of your client?





The art of stickiness

Can you talk about:

- Their industry
- Their values and company strategy
- Their company performance
- Recent company announcements and news
- What they need to deliver personally





The art of story telling

Tina Towards

- Benefits, future focus, goals, targets,
- Possibilities

OPTIONS & FUTURE POSSIBILITITES

Anthony Away From

- Consequences, problems, security
- Safety, fear, protection, risk adverse

AVOID PAIN



The art of story telling

Questioning

- How will you make a decision?
- How will you know it's been a good decision?
- If you were in my shoes... is there any thing else that I can say or do...for you to know this will work?
- Do you need to hear or see any more to be able to go ahead?



How to measure the success

Measures: After the event

- Information requested
- Phone calls accepted
- Meetings
- Proposals discussed
- Business engaged
 - No new clients
 - Revenue
 - Profit



Any questions?

