

"it is so much easier to grow your business  
**together** than alone..."

Nikki Lewallen

educate motivate inspire



## NETWORKING ETIQUETTE

Explore the basics of networking to set you up for success in a variety of environments, from one-on-one to a group setting.

- How to dress
- How to introduce yourself
- Leverage your time
- Have productive one-on-one meetings
- Work a networking room
- Properly Follow-up

## CREATING A WORD OF MOUTH MARKETING MACHINE (WOMMM)

Creating a Word of Mouth Marketing Machine (WOMMM) gets you maximum results by developing a strategic system that works!

- Define your "WHY"
- Create your networking goals
- Understand strategic networking
- Define your ideal client
- Identify your best strategic relationships
- Generate appointments with ideal clients

## BE A RAINMAKER IN YOUR NETWORKING

"Networking is not about us, it is about them."

A Rainmaker is highly successful in business networking and has a clear message so others know how to help them. Learn how to incorporate the "pay it forward" concept into networking.

- Networking in the "right" environments
- Construct a clear message
- Have business development goals AND networking goals
- Keep score of your giving
- Develop a strong follow-up system

## STRATEGIC RELATIONSHIPS: YOUR BUSINESS DEVELOPMENT TEAM

Strategic relationships take you from transactional sales and the "do it alone" approach to an annuity stream of business.

Leverage your time and get results by developing a team that works for you!

- Identify your ideal client
- Brainstorm your best strategic partners
- Develop a system to engage strategic partners regularly
- Create strategic partner meetings that produce on the spot business development results