

ATLANTA 2016



15th Annual DOE Small Business Forum & Expo
MAY 23 - 25, 2016 | ATLANTA, GA

Networking, A Skill you must have to WIN Contracts

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Networking

- What is the purpose and definition of networking?
- Let's break the word down – 2 parts – net and work.
- Building a business using the strategy of networking.



Business Networking

- **Biggest Mistake**
- **Shark attack**
 - Transactional versus long term thinking
 - Tactical versus strategic



Shark Attack



The Main Thing



- **Goal is to build relationships**
- **What is the value of relationships over transactions?**

The Main Thing (cont)

- Building Referral Sources
- Building Referral Partners
- Expanding your resources
- Finding ways to help people you meet
 - Becoming a resource
 - A Go To person



Types of Networking



- Event Networking
- Trade Shows
- Small focused groups or power groups
- One to Ones
- Social and Online Networking
- Networking Organizations

Business Networking Events

- Working a Room
- Set a goal
- Who do you want to meet?
- How many of them do you want to meet?
- Defining a Golden Opportunity



Business Networking Events The Tools of Networking

The Successful Networker has what in their possession at all times?





Networking Events, So what do I do now?

- **Collecting business cards**
- **What do you do with the cards?**
- **Write notes on them**
- **Put them into your database**
- **Send them a nice thank you**
- **Follow-up on any promises you made**

The Trade Show

- Working a Trade Show
- Honor the Booth
- Spend at least a minute in each booth listening to their pitch
- If they ask for yours – give it.
- Find out who a good customer is for them
- Is there a way you can help them?



Small Focus or Power Groups



- **Power Groups defined - different non-competing businesses serving the same market**
- **Meet and review current clients/customers**
- **How can we share them**

One to Ones

- The powerful force of relationships that are synergistic
- Creating one to one opportunities
- What do you do during a one to one?
- The GAINS profile, its all about them



Networking, So what do I do now?

- **Preparation + Opportunity = Successful Outcome**



- **30 Second Elevator Commercial, Can you describe your business succinctly in 30 seconds**
- **In language the listener can understand?**
- **Avoid labels**

Divine Intervention and Appointments



- **When we expect Almighty God to open doors and create opportunities, then he does!**
- **The Result is a Growth in your overall revenue**

Session Evaluations



SPEAKER/SESSION EVALUATION

Please place the completed evaluation into the evaluation box in the back of your session room or bring it to the registration desk.

SESSION TITLE: _____

Please rate each of the following:	Poor		Fair		Great
Overall Session Rating.	1	2	3	4	5
Session content matches the program description.	1	2	3	4	5
The speaker(s) appeared organized, informed, and delivered effective presentation.	1	2	3	4	5
Would you recommend that this/these speaker(s) return for future presentations?	<input type="checkbox"/> Yes <input type="checkbox"/> No				

**Turn over for additional questions*

SPEAKER/SESSION EVALUATION

Please place the completed evaluation into the evaluation box in the back of your session room or bring it to the registration desk.

What topics most interested you in this session?

What topics do you feel were missing in this session?

Additional comments: _____

Reminder

Please complete the Speaker/Session Evaluation Form located in your program guide and place the form in the basket in the back of the room.



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Questions?

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