

EP. 17 - Building & Leveraging Networks

Overview

In this video, the focus is on **networking and referrals**—a critical part of job searching and career building, especially in sales.

Key Points:

1. Overcoming Discomfort with Networking:

- Networking can be challenging, especially for introverts.
- Some of the most successful salespeople are not extroverts but understand the importance of relationship-building.
- It's essential to step outside your comfort zone and engage in activities like dinners, conferences, and post-work events. These moments of connection can significantly impact your career success.

2. Importance of Networking for Sales Success:

- Building relationships through in-person interactions—like at hockey games, golf tournaments, and conferences—can be key to closing deals.
- Networking is about building trust and rapport with people who could make or break your career.

3. Real-World Example:

- A young candidate with no sales experience broke into tech sales by attending a large tech conference. With a refined pitch, a polished resume, and a target list, he worked the room and networked his way into opportunities.
- This shows the power of **being proactive** and **getting face-to-face with industry professionals**.

4. Networking Mistakes to Avoid:

- **Not connecting properly:** Don't ask for help without being specific.
- **Failing to say thank you:** Always follow up and show appreciation.
- **Only networking online:** You need to attend in-person events.
- **Ignoring your second-degree connections:** Use LinkedIn to request introductions from your first-degree contacts.

5. Effective Networking Strategies:

- Attend **small curated events** where decision-makers are present.
- Research **upcoming company events** and attend those related to your industry.
- Invest in **paid conferences** that are relevant to your target industry.
- Use **LinkedIn** to directly message people in your network, focusing on shared interests or company roles.
- Be curious, do your research on the company and the person, and attend **membership-based groups** for exclusive access.
- Leverage the **audiences of online seminars** and webinars to connect with potential contacts afterward.

6. Sample Networking Pitches:

- Example 1: "Hi {{to.first_name}},
We aren't in each other's network yet (maybe you like it that way)!
Me - I'm useful for three things:
 1. HR Consulting Tips
 2. Sales Recruiting
 3. Being a Former Sales Leader (this can bring great insights)!
If you think we are a fit, thanks for connecting!"
- Example 2:
"Hey Sonya,
I saw a comment on your post about pivoting from branding to coaching that was very antagonistic. I made a pivot from Sales Leadership to Recruiting and the rest of my life fell into place. Keep making the great content and following your path - I love watching it."

By mastering networking, you can open doors to opportunities that might not be publicly advertised. Take the time to **strategically build connections** in person and online.

This summary covers the essence of building a network and leveraging referrals, emphasizing both the **right** and **wrong** ways to approach networking.