

Effective Networking

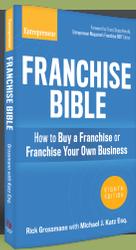
By Jen Draper, Certified BANK Trainer

- 1) Go in _____
- 2) Bring a _____
- 3) Position yourself as a _____
- 4) How do you become _____?
- 5) 5 people you need to meet at a networking event:
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
- 6) Elevator speech:
 - a. Don't mention your _____
 - b. Talk up _____
 - c. End with _____



A sales and relationship trainer, **Jen Draper** teaches business owners how to increase their sales up to 300%. A 20-year veteran of the US Air Force and financial advisor for Edward Jones, Jen helps her clients connect with prospect quickly to close their sales cycles faster.

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EXERCISE:

1) Network event:

- a. Research your next networking event. Find out who is the organizer and who is the speaker. Stalk them on Facebook and LinkedIn to find some commonality.
- b. Send the organizer and speaker an e-mail or message that mentions what you have in common and that you are looking forward to seeing them at the networking event.
- c. On your calendar, add enough time so you can get there at least fifteen minutes early.
- d. Help the organizer set up.

2) Elevator speech:

- a. Re-think about your elevator speech. How much business has it generated for you in the past? Is it worth trying something new?
- b. If you aren't ready to give up a traditional elevator speech, consider dropping a few sentences so you can say something about somebody else in the room.



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