

Little Black Book of Connections: 6.5 Assets for Networking Your Way to Rich Relationships

By: Jeffrey Gitomer

- To climb the ladder of success, you don't need more techniques and strategies, you need more friends. "All things being equal, people want to do business with their friends. All things being not quite so equal, people STILL want to do business with their friends.
- Connecting is all about your friendliness, your ability to **engage**, and your willingness to give value first.
- When you combine those three attributes, you will have uncovered the secret of powerful connections that lead to RICH relationships.
- RICH relationships lead to much more than money. They lead to success, fulfillment, and wealth.

- List TOP 10 most powerful connections(the people who can make things happen, and make things happen for you.); Then ask yourself, "What have I done for these people lately?"

- How many people are willing to pay you to go to lunch with them?

- Big secret: GET THEM TO BENEFIT FIRST

- Object of the game is to have them call you.

- **4 Connection questions that unlock the answers to growth and success:**
 - **Who do you know?**
 - Who would you like to know, but at the present time do not?
 - **How well are you connected?**
 - You will learn how to stay connected with everyone, forever.
 - **Do you know how to make a connection?**
 - Savy and confident people begin a connection with a casual conversation, engaging questions, and meaningful dialogue
 - **Who knows you?**
 - Key

- **17.5 Strategies, Guidelines, and Rules of Connecting**
 - **1) Be friendly first, and everything else falls into place**
 - **2) Project your self-image in a way that breeds confidence in others**
 - **3) Your ability to look someone in the eye as you speak to them is a tell-tale sign of your own self-respect (eye contact is a display of confidence)**
 - **4) Your consistent positive attitude will breed positive responses and positive results.**
 - **5) No connection is made without some form of risk**

- 6) **The principle is: Ninety percent of success is showing up prepared.**
- 7) **The less you focus on your motive to meet, the more likely it is that your connection will be successful (have long-term perspective)**
- 8) **Take a genuine interest in other people before you ask them to take a genuine interest in you. (Do you have a list of questions prepared in advance that will bring you an understanding of who you're meeting with)**
- 9) **The sooner you can find something in common with the other person, the sooner all the barriers will disappear.**
- 10) **The higher up the ladder you go, the more cautious people will be of your advances.**
- 11) **Your projected image will often determine your ability to make a real connection.**
- 12) **People judge you by every action you take – You must always give a first class performance.**
- 13) **Provide value**
- 14) **Transferring your message with EXCELLENT communication skills.**
- 15) **Staying in touch is more important and more valuable than making the initial connection. Do you provide a value message to every customer, every week?**
- 16) **Since you don't know what day a powerful connection will be made, you must be ready every day.**
- 17) **Your present reputation determines your future fate.**
- 17.5) **Be yourself. Talk real, act real, be real, and you will find that others will do the same in return.**

Asset 1: Who Do you Know?

- **ACTION ITEM: Compile a list of who you know and organize by type; once gathered, call everyone and get their email addresses. Find out their biggest needs are for this year, and begin to think of ways to communicate answers to those needs. Keep asking for input and keep giving valuable information. Start small.**
- **How I learned to connect**
 - **Read/listen to Glenn Turner, Napoleon Hill, Dale Carnegie, Earl Nightengale, Bill Gove, and J.Douglas Edwards.**
- **Connections are a result of a combination of factors:**
 - **One, being open to receive the connection**
 - **Two, being in the right place at the right time.**
 - **Three, being prepared to make the connection if you happen to be there,**
 - **Four, using your existing connections to make new connections.**
- **Your present asset base: Your human capital**

- 1) Those I already have – define who they are, what they have done for you; what you have done for them; define how you intend to keep them.
- 2) Those I need to have next. Define who they are. What you want from them; define what you can do to attract them. Define how you intend to connect with them.
- 3) Those I hope to have in the future. Define who they are, what you want from them; what you can do to attract them; how you intend to get in front of them. Define who you intend to connect with them.
- **Rule One of “The More The More”**
 - The more you do for them, the more they will do for you.
- **ACTION: Take top ten contacts and put one action item next to each name with a game plan to complete it within thirty days.**
- **Most people try to make connections before they are prepared**
- **Idiocy of connections is that most people try to make them on their own, when, in fact, someone else could not only make them for you, but could make them in a way that would almost guarantee a successful outcome.**
- **ACTION: Pick 5 people you want to connect with and, using your existing base of friends and connections, arrange a meeting or a phone call**

Asset 2: What Do I Want?

- **If you don’t know what you want, you’ll probably never get it**
- **Ask:**
 - **What do I want from networking?**
 - **Who am I trying to connect with?**
 - **Do I need to dedicate more time to it?**
 - **How many people do I want to meet a week?**
- 2.5 ways to meet someone:
 - 1) You can try to meet them on your own (not optimal)
 - 2) Get other people to help you with the introduction
 - 2.5) Get them to call you, or get them to know you, first.
- **ACTION: Make a list of the ten most significant connections you have ever made. Do not include parents or immediate family, next to each name, not four things: 1) What you have in common; 2) What you have gained from this connection; 3) What you want to continue to gain from this connection; 4) What you have given to earn and keep this connection**
- **ACTION: Now make a list of the 5 people you would like to connect with and note four things: 1) What you want from this connection; 2) What you may have in common; 3) How you intend to make the connection; 4) What you have to give (your value) to earn this connection, and keep it.**
- **Whatever it is that you’re seeking, you have to define it exactly to yourself, or it will never sound clear to the person you’re trying to connect with**
- **ACTION: Create a leadership newsletter and begin interviewing CEO’s about their philosophy of leadership, publish a newsletter with their pictures, and send it to people of influence in your community or industry.**

- ACTION: Create a “What I want” document. A page or two about what you really want in life – success, fulfillment, and achievement. Then make a list of the people you know who might potentially help you. Finally, make a list of the people you want to meet that will help you get what you want and who you already know that might help you get to them.
- Now it’s time to make a game plan. A plan of action.

Asset 3: What Do I Do?

- THINK! Before you act. Then Act!
- The only difference between where you are right now, and where you’ll be next year at this same tie, are the people you meet and the books you read.
- YOU HAVE TO BE A PERSON OF ACTION
- Four reasons people are afraid to act:
 - o Unprepared – make appointments with yourself to prepare
 - o Fear of rejection – each “no” gets you closer to “yes”
 - o Limited Self-Image
 - o Low self –esteem
- The image that you have of yourself is a mental one. You created it.
- Fear will manifest itself in the form of procrastination
- “Simple self-disciplines repeated over time will lead to success.”
- Once you’ve connected, the challenge is to provide a reason or value for the other person to stay connected with you.
- Look at customers you WISH you had. The main reason you can’t get them is that someone else has a better relationship with them than you do.
- Key words and thought-provoking realities that will lead you to rock solid RICH relationships:
 - o Give Value – not facts about you.
 - o Tell Truths.
 - o Beat Goals – have an achievable plan, win big, develop self-confidence by winning bigger than you expected.
 - o Know knowledge – have as much knowledge about them as you do about your company and your product or service.
 - o Have answers: Be a resource. Get to the point where they have consider you a resource of information rather than a salesperson.
 - o Tell stories: Stories help people relate. Tell them one, and they tend to tell you one back. Stories are personal, revealing, and are truth.
 - o Tell How: How you’ve done with others.
 - o Find links – find something in common
 - o Use links
 - o Get personal
 - o Be there – stay in front of them without an agenda.
 - o Be friends.
 - o Secret clue: Need additional information on any individual you’re trying to link up with? Easy. Call their sales department – they’ll tell you everything.

- Relative clue: Want to know more about what makes a relationship succeed or fail? Look at home for all your answers. Your mom and dad, brothers and sisters, and spouse and kids have all the answers you'll ever need.
- Friendship clue: notice something different in the way you communicate with best friends as opposed to business people?
- ACTION: www.gitomer.com; LIFELONG LEARNING
- **The “How-To” of Networking: 6.5 Networking success fundamentals that work.**
 - Networking is simple.
 - Networking is powerful.
 - Networking make connecting, and the connecting process, easier and more enjoyable.
- You do business between 9 and 5; You build business before and after “regular” business hours. The most powerful part of your business is not conducted during business hours.
- Ten hours a month of intelligent, selective networking can have a doubling effect on your business growth in just a few months.
- **6.5 Fundamental Elements that will guide your networking to the moon:**
 - 1) Network smart or you won't get the right results.
 - 2) Commit by marking your calendar; If there are more than 50 people in the room, go
 - 3) Event selection is as important as networking itself. Business Journal publishes a list of business events, and the chamber of commerce publishes a monthly calendar.
 - 4) Know how you can help. People don't care what you do, unless what you do helps them. Know what problems you can solve, not a bunch of boring stuff about what you do. **Asking powerful questions and showing how you can help will gain the prospect's interest.** The purpose of networking is to achieve engagement that leads to an appointment.
 - 5) Practice by doing. Prepare, show up, and interact.
 - 6) Be aware of time. Don't spend too much time with one person, or you defeat the purpose of networking. Your objective is to take advantage of the entire room. To make the most of networking event, spend 75 percent of your time with people you don't know.
 - 6.5) These methods and rules have worked for me. You may not want to put them to use exactly as I do. Modify the techniques to suit your style and personality.
- **Don't slobber. The rule of drool. How to meet an important person.**
 - Do research on the person you are trying to connect with. Find out what you could be doing to help them, honor them, or bring value to them. Try to discover what you may have in common with them.
 - Ask nothing of yourself. And be willing to walk away.

- Send CEO's sales leads they can use for their business.
- **How do I develop a powerful 30-second commercial?**
 - Purpose of personal commercial – To engage a potential connection.
 - What's the objective of the personal commercial?
 - To engage a potential connection with information about them, that makes them interested in you.
 - The key to a 30-second commercial is the word, "engagement"
 - Once you deliver your message, your job is to begin questioning to find something that you have in common with the other person (hometown, college, kids, sports teams, computers)
 - It may be more effective to ask questions first and give commercial second.

ACTION: www.gitomer.com; EXAMPLES

- **The Reverse Personal Commercial**
 - **Your success depends on two things: your rapport building skills and your networking strategy.**
 - Ultimate way to create fast engagement and phenomenal results...
 - Example that Gitomer uses: "Hi, my name's Jeffrey. How many of your salespeople didn't meet their sales goals last year?" This question immediately begins to qualify the prospect. This question immediately makes the prospect think, maybe a bit uncomfortably. This question immediately tells me I'm dealing with a decision maker. And this question is about them – but they will respond in terms of me.
 - This person's answers will determine my direction. "Why do you think that happened?" "What kind of plan do you have in place this year to help them exceed their goals?" "What will you do next year that is different from this year?"
 - Have 25 questions ready to ask – gets them to give their commercial first.
 - Now the close. "Sounds like an interesting challenge, Mr. Jones. I don't know if we're a perfect fit or not. Let's have breakfast next week. I'll let you go into a little more detail and if I think I can help you, I'll tell you. And if I don't think I can help you, I'll tell you that, too. I'll even go so far as to recommend someone I think can help you the most. Is that fair enough?"
 - ACTION: Before you go to the next networking event: Do I have the right questions pre-planned.
 - ACTION: www.gitomer.com; REVERSE COMMERCIAL
- **Personal information leads to a relationship. And lots of sales.**
 - Ask any great salesperson their secret for success, and two things will be in their answer: a positive attitude and a computer full of personal information.

- ACTION: Mackay 66 list
 - The difference between making a sale and building a relationship lies in your ability to get this information – and uncover the other information it leads to.
 - The more information you have, the better (and easier) it is to establish rapport, follow up and have something to say, build the relationship, and gain enough comfort to make the sale.
 - You have to gather it subtly, slowly. Sources: secretaries, brochures, annual reports, and employees of the company (especially other salespeople). Take notes constantly.
 - ACTION: www.gitomer.com; NEED TO KNOW
- Networking not working? Try smart-working!
- Key – keep it simple
 - First – figure out where you need to network to be most effective. (A major clue will be where your prospects or customers participate.)
 - Questions to ask yourself:
 - Do I have a 5-year networking plan?
 - Do I have a list of the organizations where I can benefit the most?
 - Who are the most important people that I must contact?
 - How much time must I commit?
 - Do I have my 30-second personal commercial written, recorded, and rehearsed?
 - What are my expected results?
 - Networking real-isms:
 - It's You
 - Give first
 - Dig in
 - Be consistent
 - Score
- **11.5 Step Version of How to Win Prospects and Contacts at a Networking Event:**
- 1) Target the people you want to meet
 - 2) Talk to them
 - 3) Get information from them that pertains to you
 - 4) Get them interested in what you do.
 - 5) Categorize them on the back of their card as soon as you get it. (A. Wants my product; B. Knows someone who may want my product; C. Valuable contact; D. Professional contact; E. Social Contact; F. Useless contact)
 - 6) Qualify the contact. (If a candidate to buy, when are they likely to do so?)
 - 7) Establish some rapport and find some common ground
 - 8) Remember the information they've given you. (write it down)
 - 9) Make the next appointment.
 - 10) Write the commitment made on the back of your card

- 11) Move on to the next person.
- 11.5) Follow up less than 24 hours after the event to confirm the commitment.
- Be a connector to help your prospect find connections.
- TAKE ACTION
- KEY TO WINNING: Put action items into your daily work plan and dedicate the time to do them. Make appointments for your own success. Make at least three appointments with yourself a week. Make them one hour appointments, and keep them.
- Make sure at least half of this time is spent one-on-one with connections that are imperative to your success. The rest of the time can be spent writing, preparing your e-zine, or taking other actions to be a value-provider.
- **Turning contacts into relationships**
 - Two of the things I have found that make the most impact on cultivating, building, and enhancing relationships are **giving small personal things or doing small personal favors**.
 - Gitomer gives his customers autographed children's books for them to read to their kids or grandkids.
 - Here's the secret: Touch something that is already a passion of the recipient. Do a golf lesson with client rather than a round of golf.

Asset 4: How Do I Connect?

- How Do I Connect on a Cold Call?
 - There is no worse way to connect than this.
 - Ex.: Suppose you called from a telephone company, and your opening question was, "Mrs. Jones, I wonder if you know the three most underutilized features of a telephone." This will engage them.
- How Do I Connect At A Networking Event?
 - The slower you go, the more likely you are to win. The more you know about the other person, the more likely you are to win. The more prepared you are to talk intelligently, the more likely you are to win.
 - Everyone goes to a networking event to better themselves in some way or another. Make sure you're prepared to help someone else get better.
- **UNIVERSAL TRUTH OF CONNECTING:**
- **THE QUESTION YOU HAVE TO ASK YOURSELF IS: HOW CAN I MAKE PEOPLE BETTER AS A RESULT OF CONNECTING WITH ME?**
- How Do I Connect At A Business Event?
 - **Know something about the business, the industry that the average person does not know. And begin by sharing that in order to engage.**
 - Begin with a question. "Have you heard about...?" "How has...affected your business?"

- **If you make the fatal mistake of talking before questioning, or talking instead of questioning, your chances for a solid connection are either diminished or lost.**
- How Do I Connect At A Social Event?
- How Do I Connect At A Seminar?
 - Be the speaker
- How Do I Connect on the Golf Course?
 - Concentrate on your connection, not your game.
- How Do I Connect With Influential People?
 - 1) An ability to get in front of them so they will come to know you as someone worthy of connecting with. Do through a weekly article, as an example.
 - 2) When you meet the person of influence for the first time, you better have something powerful to ask or something powerful to say, or you will have blown the opportunity from the very outset.

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