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# **Expanding Your Network – Part II: Improve Your Social Prospecting Skills**

**Learning Segment #9**

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## Self Analytical Instrument – Expanding Your Network – Part II: Improve Your Social Prospecting Skills

Directions: Read the questions and respond appropriately with either *True* or *False*.

I believe friend-raising precedes fundraising. True False

I feel comfortable starting a conversation with people I don't know. True False

I always ask people what they do as a way to start a conversation. True False

I always know 4-5 weeks in advance what dates I have set aside for social prospecting activities and follow-up. True False

I have a follow-up plan for every social prospecting event I conduct or attend. Virtually. True False

I have difficulty transitioning to the sales process after I meet someone socially. True False

I believe my business will grow if I improve my ability to be part of my vertical market network. True False

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In this Learning Segment here is what you will learn:

How to introduce yourself in the most gracious way possible.

How to start a conversation that immediately positions you differently.

How to start a conversation with someone you have not been introduced to by a third person.

Specific language to transition from a face-to-face meeting in person or virtually to a sales opportunity.

How to transition from a marketing and networking event to a sales opportunity graciously.

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## Strategy #1 was covered in detail in Learning Segment #8

### Strategy #2 To expand your network – improve your social prospecting skills

1. When you meet people, never say, *nice to meet you*, but rather, *it's nice to \_\_\_\_\_ you.*
  
2. Always be positive and upbeat as well as conversational and \_\_\_\_\_.
  - People who ask you what you do for a living are trying to start a conversation. Honor this attempt by answering in an interesting and informative way. Be sure it comes across that you are in a profession that you really enjoy; such as, *“we enjoy helping a select group of families here in (your town) feel confident about their financial choices.”*
  
  - Then, DO NOT ASK THEM WHAT THEY DO – \_\_\_\_\_, lean in and ask them *how long they have been involved in, or a member of, or interested in (whatever the event, etc.)*, be creative, but engage them in a deeper area than “what do you do for a living”.
  
3. When meeting, conversing with or listening to anyone, be sure to keep \_\_\_\_\_ and avoid distractions, even in a brief conversation.
  
4. When speaking, use your \_\_\_\_\_ to make sure you “land” key points as opposed to mumbling or trailing off.

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5. To engage with anyone, even someone just standing next to you that you have never met, use body language effectively to make it a positive conversation. \_\_\_\_\_ in so that your posture conveys confidence and interest.

*Ask: What are some of the benefits you receive out of this organization?, or The program was interesting, what points do you find useful?, etc.* These types of questions will typically generate a good “give and take” conversation.

6. Circulate and meet \_\_\_\_\_ but do not pass out business cards at random.
7. Talk about \_\_\_\_\_ not about you.
8. Always show \_\_\_\_\_ to everyone, including service staff. Please and thank you are minimum points of contact.
9. Be \_\_\_\_\_ in your comments.
10. Be \_\_\_\_\_ in your attendance.
11. Send personal \_\_\_\_\_ notes after every invitation or event, including virtual ones.

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12. Above all, be \_\_\_\_\_ and considerate of others.

- \* Stand up when meeting men or women.
- \* Always extend a hand to shake **first**.
- \* When meeting someone who is an acquaintance at best, say your name, as in “Hi Mr. Bennett, Richard Weylman, nice to see you again” when you first meet them. Giving your name to help them remember reduces their angst and is appreciated.
- \* Take the initiative to meet and greet those who are in a group.
- \* Don’t interrupt someone else’s point and avoid one-upmanship in conversation at all cost.
- \* Make yourself the facilitator and host of all good conversation. Ask others questions and listen earnestly.
- \* Manage your calendar 4-5 weeks out so you know the days you can play golf, go to lunch, take people you meet socially and prospects to sporting/cultural/theater or virtual type events. Keep your company virtual or in person marketing events in mind as well! Allocate at least 20-30% of your week to marketing activities.
- \* Most of all, demonstrate personal interest in them and their business and their family.

***Good social skills are \_\_\_\_\_ to building a successful business.***

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**Strategy #3      Have a plan after every event to transition to a sales opportunity at the right time**

- 1) Have a pre-, present- and post-event plan to maximize \_\_\_\_\_ experiential in person or virtual marketing event.
  
- 2) Invite people based upon their interests and \_\_\_\_\_.
  
- 3) If your clients are involved and have “invited up”, keep them \_\_\_\_\_ on your follow-up progress. They are willing to help you if you are willing to ask them for help.
  
- 4) At the event, create a \_\_\_\_\_ to transition to a sales opportunity, such as:
  - Take pictures or screen shots if virtual and send them to an online provider to be developed into individual photo albums for each attendee, then hand-deliver them to each prospect.
  - For educational events, hand deliver the speaker’s book or briefing sheet of key points after the event as a surprise memento/recap tool.
  
- 5) Call \_\_\_\_\_ immediately after the event and set a time to hand deliver or if social distancing email or have a service deliver a memento (not a photograph or book) from the event.
  
- 6) Meet with them \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ to transition from spending time together personally, to introducing yourself professionally.

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7) Finally, to be sure you transition from experiential marketing activities to the sales opportunity appropriately every time, separate who you are from what you do so that your personal relationship remains intact. After you have developed a rapport and connection, whether when you are delivering a memento or after you have connected while serving on a committee with a prospect, \_\_\_\_\_ from marketing and visibility to sales activities by:

Learning the script below verbatim – DO NOT WORD SMITH or change it to fit your style. Style isn't the issue here, correct \_\_\_\_\_ and \_\_\_\_\_ is!

*(Name), now that we have spent time together personally (serving on a committee, playing golf, virtually enjoying an event, etc.) I would like the privilege of introducing myself to you professionally.*

*So, let's have breakfast or lunch, or meet virtually if you prefer, one day next week and, after we have a conversation, we can decide if we ever need to bring it up again. Would Tuesday or Thursday be best?*

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**The key to expanding your network and social prospecting skills with the people in either your Lifestyle or Enterprise vertical market is:**

Concentrate your attention on:

\_\_\_\_\_ with them.

\_\_\_\_\_ like them.

\_\_\_\_\_ them.

*And*

\_\_\_\_\_ them.

The greatest \_\_\_\_\_ in business is to be considered a \_\_\_\_\_ of your prospect's and client's own network of friends and counselors.

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## Implementation tips for all your networking activities:

1. Identify where your vertical market organizations \_\_\_\_\_ and how they communicate.
2. Identify the important events so you can \_\_\_\_\_ and \_\_\_\_\_.
3. Solicit your spouse's (or significant other's) \_\_\_\_\_ in your networking.
4. Find out the \_\_\_\_\_ before you plunge into an organization.
5. Look at your company and Internet \_\_\_\_\_ for articles that you can submit for visibility and credibility.
6. Be sure you get involved in your vertical market and \_\_\_\_\_ to build ongoing visibility and access.

### **Friend-raising does precede fundraising!**

7. Learn the marketing to sales \_\_\_\_\_ language in this educational curriculum verbatim.

*(Name), now that we have spent time together personally (serving on a committee, playing golf, virtually enjoying an event, etc.) I would like the privilege of introducing myself to you professionally.*

*So, let's have breakfast or lunch, or meet virtually if you prefer, one day next week and, after we have a conversation, we can decide if we ever need to bring it up again. Would Tuesday or Thursday be best?*

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8. Take \_\_\_\_\_ - turn to the marketing Action Plan in the back of this Learning Segment. Write in your Action Plan how and when you plan to get involved and associate with the people in your targeted vertical markets and improve your social prospecting skills.

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## **THE ACTION PLAN TO EXPAND YOUR NETWORK BY IMPROVING YOUR SOCIAL PROSPECTING SKILLS:**

Of the social prospecting keys presented, the three I need to improve on are:

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The things I will do to be sure I have a pre-, present-, and post-event strategy in place for all my experiential marketing, including those we do virtually, is:

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The date I will have learned the transition language verbatim is: \_\_\_\_\_

**Review this information again when you design your Master Marketing Plan during the final segment of this educational curriculum.**

**Be sure to utilize all the tools and resources available on the [WeylmanCenter.com](http://WeylmanCenter.com), especially the tools “How To Event Process” and “Tips for Being Conversational and Engaging.”**

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## **Learn the transition language word-for-word!**

*(Name), now that we have spent time together personally (serving on a committee, playing golf, virtually enjoying an event, etc.) I would like the privilege of introducing myself to you professionally.*

*So, let's have breakfast or lunch, or meet virtually if you prefer, one day next week and, after we have a conversation, we can decide if we ever need to bring it up again. Would Tuesday or Thursday be best?*