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RENT-A-CENTER

NETWORKING
THE ART OF SCHMOOZING
SCHMOOZE QUIZ

WHAT’S YOUR SCHMOOZE QUOTIENT?
SCORE YOURSELF

- 1.(c)
- 2.(b)
- 3.(b)
- 4.(a)
- 5.(b)
- 6. (c)
- 7.(a)
- 8.(a)
- 9.(b)
- 10.(c)

9-10 right: WORLD-CLASS SCHMOOZER! You know how to make the most of a situation.
8 right: SCHMOOZER: You do seize most opportunities, but can be better.
5-7 right: SEMI-SCHMOOZER: Opportunities are passing you by. Wake up and seize the moment!
4 or less right: Have I got some books for you!
DEFINITIONS

- **SCHMOOOZE** – To converse casually, especially in order to gain an advantage or make a social connection.
- **NETWORK** – A support system of personal and professional contacts available to a person or organization for practical or moral support when needed.
WHAT IS NETWORKING?

• Increasing our sphere of influence
• It’s about relationship building
• It’s not selling yourself or working a room
WHY NETWORK?

- People do business with and refer people they know, like and trust
- Schmooze or lose (it can be learned)
- Don’t wait
- It takes time
A FRED PHILOSOPHY

TREAT NETWORKING LIKE A BANK ACCOUNT
HOW DO YOU START NETWORKING?

• Start with your inner circle
  – Family and friends
  – Coworkers
  – Neighbors
  – Children’s contacts (school, activities)

• Expand your circle
  – Friend of a friend
ORGANIZATIONS AND GROUPS

- Professional Organizations
  - IIA
- Charitable and Civic
- Children Activities
- Alumni Groups
- Whatever you do, get involved!!!
OTHER COMMENTS ON NETWORKING

• Stay connected
  – Lunch, breakfast, coffee, phone call, e-mail
  – Send stuff to people
• Organize your network
• Referrals
• Followup
BUSINESS CARDS

- TOOTHPICK
- FREE LUNCH DRAWINGS
- SO YOUR PARENTS KNOW YOU HAVE A REAL JOB

- Never leave home without them
OTHER WEAPONS

- Name Badge
- Attire – Dress for Success
- Fine Writing Instrument

- Remember, everything about yourself tells a story. First impressions do count!
STRATEGY – BEFORE YOU GO

• What’s your spiel going to be?
  – 30 Second or Elevator speech
• Should include
  – Your name
  – I’m with
  – I help
  – I do or can
• Who’s attending the meeting
STRATEGY – YOU’VE ARRIVED

• Check your appearance
• Go eat first
• Find a safe place to eat
• Hold cold drinks in the left hand
• Watch your alcoholic intake
• Bring a toothpick and mint
STRATEGY – NOW YOU HAVE TO OPEN YOUR MOUTH

- Ask easy to answer questions
- Balance the two-way information exchange
- Disclose free information
- Seek out common interests and experiences
  - Work, sports, hobbies, kids, movies, restaurants
- Listen
STRATEGY – FOCUS ON THE PERSON

• Make the other person feel important/Be sincere
• Remember that a person’s name is to that person the sweetest and most important sound in the language
• Everyone has an invisible sign hanging from their neck. “Make me feel important” Never forget this message when working with people – Mary Kay Ash
STRATEGY – FIVE CONVERSATION STARTERS

- What brings you here?
- How did you hear about this/Who do you know here?
- What do you do/How did you get into that?
- What does your company do?
- When all else fails – Ask about the weather!
STRATEGY – THINGS YOU SHOULDN’T TALK OR SAY

- You look tired!
- I’m on a diet!
- You look like someone I just broke up with!
- Guess how old I am?
- Are you pregnant?
- Don’t complain about your job, health, food or feet!
- DON’T DISCUSS RELIGION OR POLITICS
STRATEGY – HOW TO DISENGAGE

• Close naturally
• Use the person’s name
• Be positive
• Tell them you need another drink or you’ve got to hit the head