

FRED HERMAN
RENT-A-CENTER

NETWORKING

THE ART OF SCHMOOZING





Rent-A-Center

SCHMOOZE QUIZ

WHAT'S YOUR SCHMOOZE QUOTIENT?



SCORE YOURSELF

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

- **SCHMOOZE** – 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**