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Accelerating Business Growth & Success

Certified Executive Coach
Individual Coaching
Workshops
Assessments
The Art of Networking
What we’ll cover?

- **Personal Branding**
- **The Elevator Speech** - *Why, What, & Who*
- **The Art of Follow Up** - *The When, How and Tools for Effective Follow Up*
- **Beyond the Follow Up** - *Critical Partnerships that Help Grow Your Business*
Personal Branding
The Reasons to Brand Yourself

It’s strategic
So you don’t get lost in the noise
People are searching you
It allows others to align with you
The 3 Steps in Personal Branding

1. Brand Yourself
2. Build Your Reputation
3. Become Memorable
Brand Yourself

• What makes me different?
• What would my colleagues and managers say is my greatest strength?
• What do I believe is my most noteworthy trait?
• What do I do to add value?
• What do I want to be known for?
Build Your Reputation

• Google Yourself
• See yourself as others do
• *What are people saying about you?*
• *What are you saying about yourself?*
• What are your branding strengths right now?
• What needs to be improved?
Become Memorable

- Consistent Message
- Consistent Action
- Photos, images and descriptions
- Encompassing *Your Personal Brand* in all you do
Branding - Tips

1. Be Authentic
2. Create interest (by being interested in others)
3. Avoid clichés
4. Be visible
5. Build brand associations
6. Add to your knowledge
7. Add value to others
8. Be consistent
Activity
Elevator Speech
The “What”...

What's the point of the Elevator Speech?

To encourage people to want to connect with you AGAIN!
The “What”...

What's in the Elevator Speech? (Concise targeting and mission in your message)

- Your Name
- Company Name (IF it adds value)
- How you add value to your organization and others?
The “Why”...

• Build a TEAM of SPONSORS vs. identify opportunities

• Pinpoint who you want to get to know
The “Who”...

Who are you? (Consistent Branding)

Who's your company?

How can you add value?

Exercise: Write down 2-3 sentences to answer the questions above
Action items for Elevator Speech

1. Confirm and connect deeply with your common thread

2. Create three commercials – Sample, Case Study, Testimonial

3. Practice
Activity
The Art of Follow Up
Why Follow Up?

START developing know, like, trust relationships
When to Follow Up

The Denver Business Journal reports

- East Coast follow up time – 48 hrs
- Mid-west follow up time – 2 wks
- West coast follow up time - ?
When to Follow Up

Statistics

- 48% of sales people never follow up with a prospect
- 25% of sales people make a second contact and stop
- 12% of sales people make more than three contacts

80% of sales are made on the fifth to twelfth contact*

*Based on research from McGraw Hill.
What to include...

1. Where you met
2. Something they would remember about you
3. Something you remember about them
Networking Follow Up Tip

Immediately after a networking event separate cards into 3 categories...

- Hot *CONNECTION*
- Warm *CONNECTION*
- Disconnected

...follow up within 48 hours of event
The Tools...

1. Customer Relationship Management (CRM) Systems
2. Followupthen.com
Followupthen.com

**Use TO to:**

Send a follow up email to **you and recipient** after the time interval you specify (if no response was received).

**Use CC to:**

Send a follow up email to **only you** after the time interval you specify.
Follow Up - Via the online world

Don’t just stop at goodbye!
Online Follow Up Tools

LinkedIn
Facebook
Email
LinkedIn

• Connect with new people
• Personalize your messages
• Send a thank you note to new connections.
LinkedIn

9 Reasons Why You Must Update Your LinkedIn Profile Today

By William Arruda, Forbes Magazine Contributor

1. It has Millions of members
2. It shows up at the top of Google Searches
3. People are searching you
4. It’s packed with invaluable resources
5. You don’t know what you’re mission out on
6. You’ll stay ultra-current
7. You’ll automatically remain connected
8. It’s the most efficient way to manage your network
9. It’s the ultimate personal branding platform
Facebook

• Consider your connection
• Consider your network
• Personalize your message
Email

- Stay professional
- Personalize it
- Do not Spam
Beyond The Follow Up
Truth of Network Follow Up

Network Follow up...

- RELATIONSHIPS
- CO-Creation
- WIN-WIN-WIN
Beyond the Follow Up

“People don’t care how much you know, until they know how much you care” ~ Cavett Robert
Know

➢ Be as transparent as possible.
➢ Share appropriate bits of your personal life.
➢ Reveal yourself over time.
Like

- Use humor in your communications when appropriate.
- Be authentically YOU... always.
- Use your own voice
Trust

➢ Consistently deliver on all promises.

➢ Give content-rich information that is purely philanthropic.

➢ Establish that you're an authority based on measurable results.
A formula for trust

Be Helpful

Do Something for the other person

Ask for nothing in return

Use the Magic Words
Using Social Media to Build N.L.T.

• Social Media is a communication & *engagement* tool

• Ask yourself “Would I do this or say this if this person were right in front of me or on the phone with me?”

• Listening is over half the battle

• Earn it
Using Technology to Build N.L.T.

- Don’t over automate your social media
- Create value added and helpful content to build trust with followers
- Connect with people where they prefer
- Consider your personal brand
Activity
Coaching Question

How can you develop your networking skills to efficiently and effectively build solid relationships?