

# Connect Your Way To Success: Building A Meaningful Network That Generates Ongoing Connections

By Devin Sizemore





Nevada SBDC business advising services are no-cost and confidential.

Please visit our website at [www.nevadasbdc.org](http://www.nevadasbdc.org) or call us at 800-240-7094 to make an appointment.

**Our services are no-cost and confidential!**

Funded in part through a cooperative agreement with the U.S Small Business Administration.





# Who Am I?

- ▶ Diverse Business Knowledge
  - ▶ Owned Online Marketing Company
  - ▶ Owned Coworking Space
  - ▶ Owned Manufacturing Company
  - ▶ Worked As Area Manager For National HR Company
  - ▶ Owned - Enchanted Cat Café
  - ▶ Owns - YOUR Referral Partner
- ▶ Worked With Over 500 Businesses on sales & growth strategies
- ▶ Taught Social Media Marketing at Sierra Nevada University
- ▶ Host Two Podcasts
  - ▶ Expert Interviews w/ Devin Sizemore
  - ▶ Place People First Podcast





# What We Do

- ▶ **Community**
  - ▶ Meets every other week with the goal of build meaningful relationships nationally
- ▶ **Sales Pro Group**
  - ▶ Meets every other week with the goal of maximizing and streamlining your sales efforts
- ▶ **Business Mastery Group**
  - ▶ Meets weekly to dial in the 5 pillars of business and work towards a business that allows you to work “on” the business more than “in” the business
- ▶ **One-On-One Coaching & Strategy Sessions**

“Everybody wants to buy;  
nobody wants to be sold”

“Control What You  
Can Control.”

“Always Add Value!”





# Networking Scenario

- ▶ You are going to an event who do you want to connect with?
  - ▶ Why?



# Connection Expansion Exercise

- ▶ Identify one client avatar or profile
  - ▶ Age, Gender, Education, Profession, Location, Interests, Income, Title, etc...





## Connection Expansion Exercise Cont.

- ▶ Vendor
- ▶ Education
- ▶ Gather
- ▶ Coaching/Influence
- ▶ Connector
- ▶ Bonus - Assign Points
  - ▶ Client - 1
  - ▶ Vendor - 2
  - ▶ Educate or Gather - 3
  - ▶ Coaching/Influence - 4
  - ▶ Connector - 5

YOUR  
Referral  
Partner





## Connection Expansion Exercise Cont.

### ▶ Bonus!

- ▶ You can do the same exercise with your top 3 - 5 contact profiles from the previous exercise
- ▶ This will take you from one-to-one, to one-to-many, to many-to-many

YOUR  
Referral  
Partner



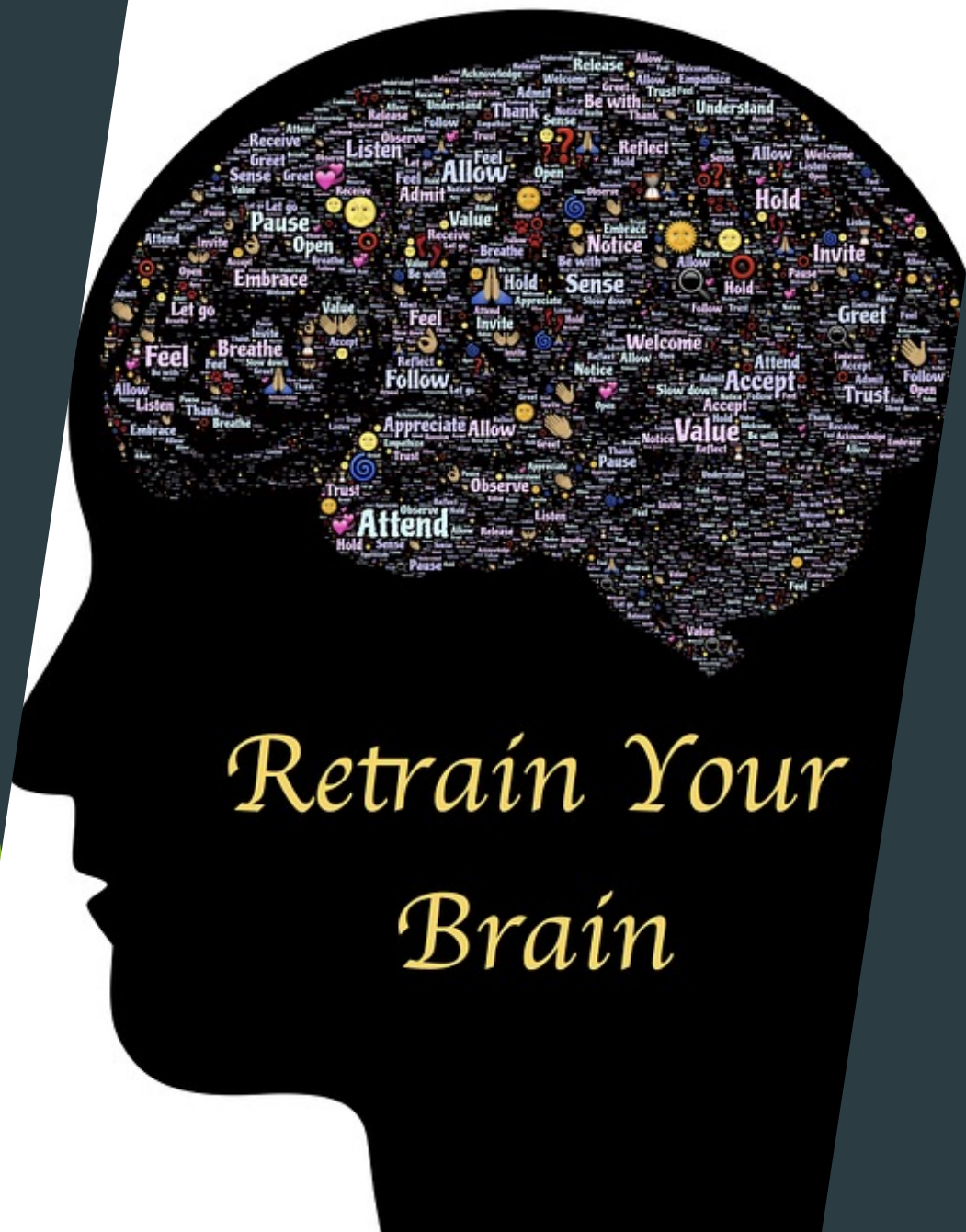
## Connection Expansion Exercise Cont.

- ▶ **Makes referrals easier**
  - ▶ Traditional referral has a “sales” intent
  - ▶ After connection exercise, we are building a network that is a win-win for everyone!



YOUR  
Referral  
Partner






## Mindset Shift

- ▶ What can you control in the sales process?
  - ▶ Showing Up To Events
  - ▶ Getting Business Cards
  - ▶ Following Up From Events
  - ▶ Right Language To Book Meetings
  - ▶ Following Up From Meetings
  - ▶ Adding Value
  - ▶ Nurturing





# Change Your Language

- ▶ Hey NAME,
- ▶ I hope you are doing well and that you are having a great day!
- ▶ It was great meeting you at \_\_\_\_\_. I enjoyed briefly learning about you and what you do.
- ▶ I would love to setup a time to learn more about you so that I can better understand what connections would be valuable for you.
- ▶ You can view my calendar and schedule a time that works for you at this link: [LINK](#)
- ▶ I look forward to connecting with you.
- ▶ Have a great day!

YOUR  
Referral  
Partner





# Have A Process

- ▶ 24 Hours - Send the Great Meeting You email
- ▶ 3 - 3 - 3 - 3 - 3
  - ▶ Follow up every 3 business days 5 times. Rotate between call and email. If you call make sure to leave a voicemail and then send them an email as well.
- ▶ 7 - 7 - 7 - 7
  - ▶ Follow up every 7 business days 4 times. Same as before.
- ▶ 30, 45, 60
  - ▶ Move contact to a check in email forever

NURTURE

NATURE

## Check In Email

- ▶ Hey NAME,
- ▶ I hope you are doing well and that you are having a great day!
- ▶ It has been a while since we last connected and I wanted to check in with you to see how you are doing.
- ▶ Anything new and exciting in your world? Any new challenges? Any wins?
- ▶ Let me know if there are any connections I can make for you!
- ▶ I look forward to hearing back from you!
- ▶ Have a great day!

YOUR  
Referral  
Partner







# Tools

- ▶ Calendar scheduling tool
- ▶ CRM to track contacts and manage tasks so you can continue to follow up
- ▶ Note taking system so that you can find notes in the future. Bonus if you can attach your notes into the CRM.



# Tips For Success

- ▶ Every Contact goes into the CRM
- ▶ Connect with contacts on social media when adding to your CRM
- ▶ Every Contact has a task assigned
- ▶ If you book a meeting assign a task
  - ▶ TO DO \_ Follow Up From Meeting



## Meeting Structure

- ▶ Ask questions 80% of the time
- ▶ Clear goals for meeting
  - ▶ Understand the type of contact they are
  - ▶ Understand the types of contacts they have access to
  - ▶ Understand who you can connect them with



## Mirroring

- ▶ Teach your network to do what you want them to do
  - ▶ Make introductions to you
  - ▶ Check in with you and ask how they can help

## Add Value

- ▶ Not your services - unless asked!
- ▶ Education
- ▶ Resources
- ▶ Connections
  - ▶ Permission to follow up
  - ▶ Teach your network



# Let's Get Started

- ▶ Put all your contacts into a CRM
- ▶ Setup a calendar link
- ▶ Send “it’s been a while” email
- ▶ Create tasks to follow up
- ▶ Add XXX contacts per day to the process
- ▶ Start filling your calendar





# Email Template

- ▶ Hey NAME,
- ▶ I hope you are doing well and that you are having a great day!
- ▶ It has been a while since we last connected and I wanted to check in with you to see how you are doing.
- ▶ Anything new and exciting in your world? Any new challenges? Any wins?
- ▶ I would love to setup a time to catch up with you and explore how I might be able to help make connections for you.
- ▶ You can view my calendar and grab a time that works for you at this link: LINK
- ▶ I look forward to meeting with you!
- ▶ Have a great day!



# What now?

- ▶ Let's Connect
  - ▶ [Devin@YourRP.com](mailto:Devin@YourRP.com)
  - ▶ @DPSizemore
    - ▶ Facebook
    - ▶ Instagram
    - ▶ LinkedIn
    - ▶ TikTok
- ▶ Questions