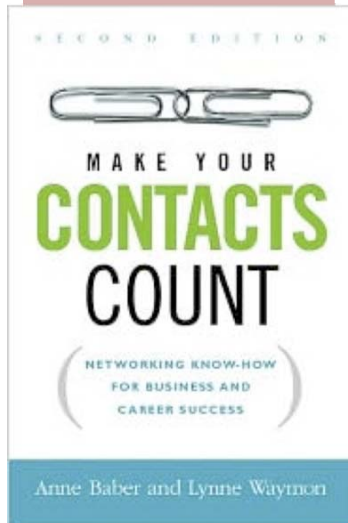


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Make Your Contacts Count



Make Your Contacts Count is the only practical, down-to-earth, step-by-step guide for creating, cultivating, and capitalizing on networking relationships and opportunities. Loaded with valuable tools such as self-assessments, checklists, sample conversations, and examples, the book shows how to move professionally through the 6 stages of relationship building, what to do and say in the 3 key moments of networking, how to follow-up effectively, and how organizations can impact the bottom-line by improving internal networking processes.

The book gives a “Hello” to “Goodbye” system for maximizing the size and quality of your professional network. It re-frames networking as THE best professional tool for people who want to

- Get up to speed in a new job fast
- Get the job done
- Get behind organizational initiatives
- Get the most from conferences and meetings
- Get the business
- Get a new job
- Get ahead

Make Your Contacts Count is for people inside of organizations, entrepreneurs, business development and training professionals, association managers, alumni and university professionals, job seekers, and career changers.

The book shows why networking has “come of age” and is now taught as a professional competency in organizations as diverse as Lockheed Martin, Booz Allen, Kraft, Corning, the U.S. Senate, the U.S. State Department, the Society of Women Engineers, George Washington University, Marquette University, and the National Geographic Society.

The 8 Networking Competencies

Readers will find in the book the skills to help them master The 8 Networking Competencies crucial to success in the workplace:

1. **Appreciating** how personality (introversion, extroversion, communication styles, shyness) and mindset (previous learnings, attitudes, misconceptions) affect the ability to build relationships.
2. **Targeting** specific organizational and career outcomes (macro) and agenda-building for specific networking events and encounters (micro).
3. **Identifying** WorkNet, OrgNet, ProNet, LifeNet contacts and appreciating the benefits, challenges, and leveraging opportunities faced in developing each of them.
4. **Seeing** relationship development in 6 stages and managing the trust-building process by teaching character and competence.
5. **Becoming** more comfortable, confident, and professional by mastering relationship rituals.
6. **Using** examples and stories to teach contacts about expertise, experience, talents, and interests.
7. **Choosing** optimum networking opportunities and making participation pay off.
8. **Contributing** to the organization's networking culture and capitalizing on networking to affect the bottom line.

The Key Features

- Checklists, self-assessments, quizzes, examples, and how-to guides.
- How to draft a networking plan using our field-tested 12 people/12 meetings/12 months goal-setting formula.
- A chapter on Making Conversations Flow: asking good questions and telling stories and examples that teach people what to come to you for, what kinds of opportunities you're looking for, and how to help you.
- The ten biggest misconceptions about networking – and how to get rid of them.
- The top ten turn-offs in networking - - so you avoid the faux-pas!
- Ten ways to fit networking into your already busy life.
- How to get up to speed fast at your new job using the secrets of internal networking.
- Practical tips on the 3 best times to exchange business cards.
- A chart showing “before” and “after” answers to “What do you do?” highlighting our method of showcasing your talent or skill and a time you saved the day, solved the problem, or served the client.
- An assessment for leaders that helps them analyze and improve the networking culture of their organization.
- Tips for teaching your name and remembering other people's names.
- Checklists for how to show your character and competence in what you do and say.
- How to make the most of your memberships and meetings by having an “Agenda” of things to talk about.

(The Key Features continued...)

- How to network inside your organization to get things done, solve problems, promote your initiatives, impact the bottom line, and advance your career.
- Networking strategies for the shy or introverted.
- Guidelines for using your business, career and life goals to choose where to network.
- How to network up and down the hierarchy with ease.
- The 5 goals of follow-up and lots of suggestions for creating the 6 contacts needed with someone for them to know who you are and have you placed in their mental Rolodex ®
- A quiz to assess the strength of your network inside of your organization.
- A “Rate your Relationships” quiz to help you decide what to teach your contacts next.
- A map of the 6 stages of relationship building and tips for what to do and say when you’d like to create more trust with someone.
- What to do if you make a “mistake” in a networking relationship.
- How to get more visible in groups you belong to.
- Twenty ways to stand out in a crowd.
- How to make the most of the time and money you spend at conventions.
- Six steps to finding the job you want using networking.

The Chief Benefits of This Book

- You'll be a good ambassador for your organization, no matter what your job title.
- You'll advance your initiatives and become known to the right people.
- You'll boost your bottom line.
- You'll improve your ROI for the time and money you spend on networking, memberships, conferences, and clubs.
- You'll be "in the know" about the latest information, resources, and trends.
- You'll become the natural and only choice when opportunity arises.
- When a resource is needed, people will call you because you're known as "well connected."
- Networking will stop being a chore and a bore and will become a valuable business and career skill.
- You'll feel confident and comfortable walking into a room full of strangers.
- You'll have a system and practical tools for teaching others how to improve their networks.
- You'll build trusting relationships so that people want to work with you, refer you, include you, promote you, and speak highly of you.
- You'll know the professional thing to do when questions of networking etiquette come up.
- You'll have several great answers to, "What do you do?" — answers that show your character and competence and make you easy to talk to and easy to remember.
- You'll be able to turn "ho-hum" small talk into smart talk that advances the relationship and teaches people how to use your expertise.

(The Chief Benefits continued...)

- You'll be able to remember names and use tools for teaching other people your name.
- You'll never be at a loss for what to talk about, because you'll think about your "Agenda" ahead of time.
- You'll ask good questions that will help you get to know other people.
- You'll be able to analyze your current network and map out steps for improving its breath and depth.
- You'll be more comfortable talking with people up the hierarchy and know how to leave them with a positive impression of you.
- You'll find a better job quicker.
- You'll meet the right people at a convention or networking event because you'll arrive with a plan and tools for connecting.
- You'll feel comfortable and competent about networking across the white space on the organizational chart to get things done.
- You'll avoid the 10 turn-offs in networking so people will want to be around you.
- You'll know a whole raft of professional and creative ways to follow-up with people after meeting them once or even after years of being out of contact with them.
- You'll have a networking plan that helps you make networking an art . . . not an accident.

ABOUT THE AUTHORS

Anne Baber & Lynne Waymon are thought to be leaders when it comes to business and professional networking. They founded Contacts Count a training and consulting firm in 1990 and have co-authored 5 books on networking. Their strategies and tools are considered “state-of-the-art” by the many corporate, government, and university clients who use the Contacts Count approach to help their employees more productive and build business relationships that impact the bottom line.



SyNet is a global network of independent HR and LD consultants. We collaborate to create, deliver, and facilitate world-class consulting services, programs, tools, and business opportunities.

SyNet is what it appears to be. We are a truly global learning and development consultancy providing business professionals worldwide with the personal and professional skills needed to be highly effective in their organizational roles and personal lives. Our affiliated consultants, instructional designers, trainers and coaches throughout the world are experts in their field. Our team works to help clients effectively address strategic and tactical challenges in critical-to-success areas. SyNet’s proven track record of success comprises an extensive list of industry leaders who rely on a globally present, fast and flexible partner to meet their specific learning and development needs in line with their business objectives.

SyNet operates from a 100% client-centric perspective – we listen and we meet the unique needs of each individual client. We do not just manage client relationships, but make them inspiring and real– which leads to a lasting shared success. It’s a winning experience.

As a global organization with locally operating units, we are proud to say, that wherever you meet us you will get:

- New and best-in-class interventions and solutions to address performance-limiting problems/issues
- Senior consultants with in-depth knowledge and experience
- Complete turnkey capabilities to address your needs from start to finish
- Interactive training methodology vs. conceptual learning and lecture
- Transformative learning experiences

We value learning above all. When dealing with new initiatives, we always consider the degree to which we think we can make a lasting business and social difference while learning alongside our clients.

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