

“Grow Your Business Through Networking”

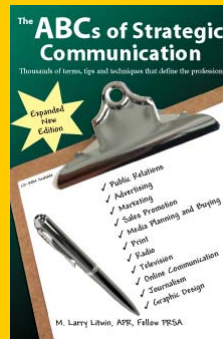
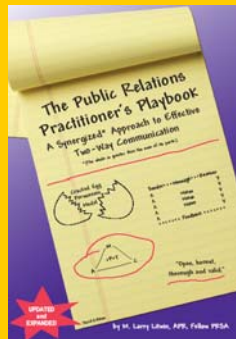


M. Larry Litwin, APR, Fellow PRSA

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Taken from...



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First Key Step(s)

Networking begins with:

- 1) Firm handshake
- 2) Look into the eyes
- 3) Exchange of business cards – an important step in building business relationships.



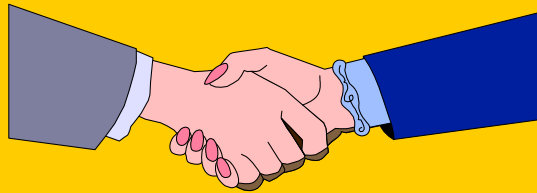
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Proper Handshake...



Proper Handshake...

Correct



Proper Handshake

Wrong



Correct



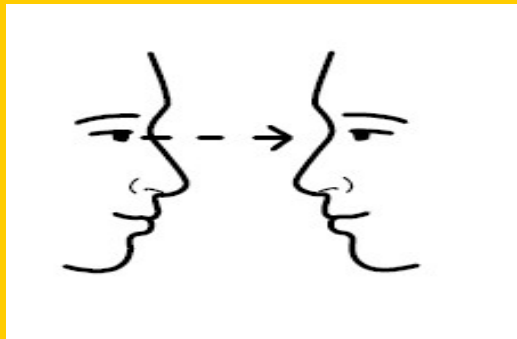
The Perfect Handshake

Perfect



7

Eye contact



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PR Is...

- “This is who we are;
- What we think about ourselves;
- What we want to do; and
- Why we deserve your support.”



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Elevator Speech

Rowan University is a dynamic top tier regional university serving high-achieving students through a combination of teaching, research and project-based learning. The school's reputation for academic distinction is aided by its small class size, focus on interdisciplinary work and technologically advanced facilities.



Body Language

- What is it?
 - Non-verbal
 - Confident look
 - No rolling eyes
 - Posture
 - Facial expressions
 - Hand movements
 - All convey a message
 - It is physical editorializing



Back to...Eye Contact

- Try to focus on a person's upper third of their face.



Coach

Face-to-Face Communication

The Way Your Message Is Conveyed

Category	Percentage
Body language	50%
Tone of voice	40%
Words	10%

1000ventures.com

Rowan University

Summary

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The Leave Behind – Take Away



Etiquette

Etiquette – whether workplace, phone, e-mail, dining, etc. – could be a deal breaker.

- At event, practice proper etiquette. If you are there to network, turn off devices and food is secondary.



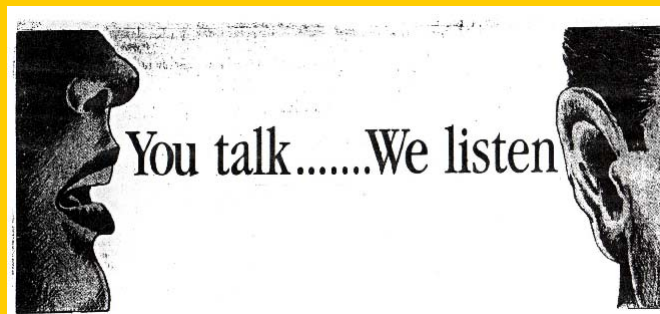
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Evolution of Communication

- As much as things change – they remain the same.

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Two- Way

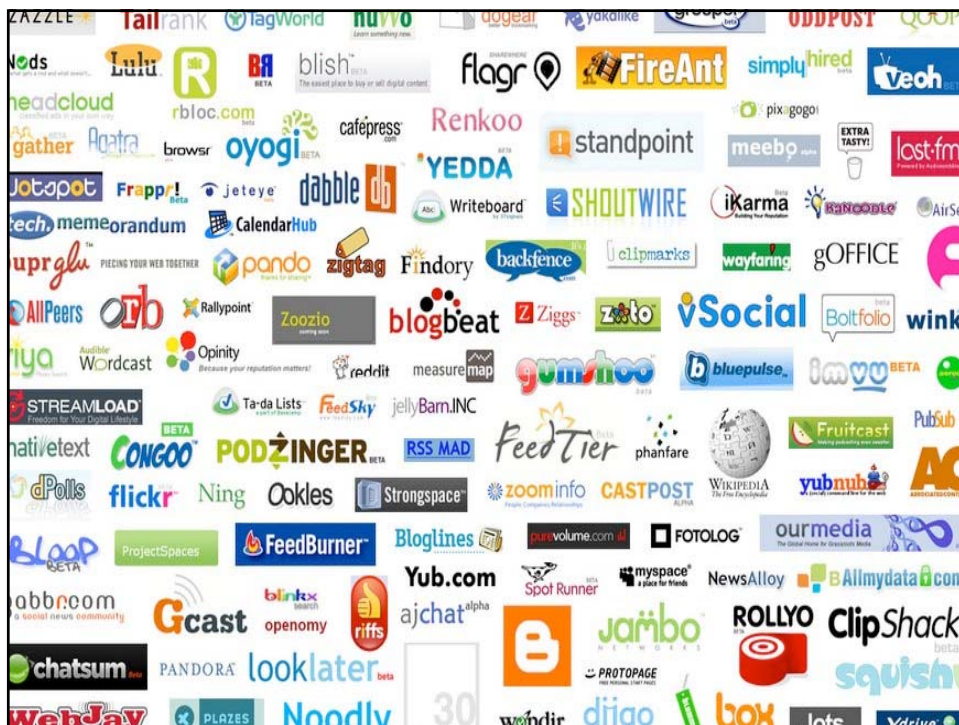


One Big...make that...HUGE



Social Media Revolution.flv

- <http://www.youtube.com/watch?v=IFZ0z5Fm-Ng&feature=channel>



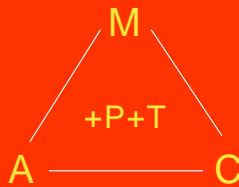


Point of Emphasis

- Social media *IS* participatory media and...

“Word of Mouse”

MAC Triad



M=Message A=Audience C=Channel
P=Purpose T=Timing

MAC Triad Plus cont.

- Informization
 - Disseminating information (*message*) to target *audience* through the proper *channel* at the best possible *time*.



Relationship Management

It all boils down to:

- Identifying and maintaining contact with high-valued clients and customers.
- The computer is your key tool.



Today's Channels

- YouTube®
- Blog
- Inline attachments
- Podcasts
- Vcasts
- Twitter®
- Info Snacking
- Texting/SMS
- BBMing
- Websites (Must be **interactive**)



Two-Way Communication Model

Sender>>>Message>>>Receiver
^ v
^ v **Noise** v
^ v **Noise** v
^ v **Noise** v
^ v v
^ <<<<<<<<<<<<<<<<<<<<<<< **Feedback** <<<<<<<<<<< v



Evolution of Communication

So...

As much as things change – they remain the same. But the **tools** and **tactics** are **interactive** and, many times, generate instant *positive* results – leading to additional revenue.



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Questions ???

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