

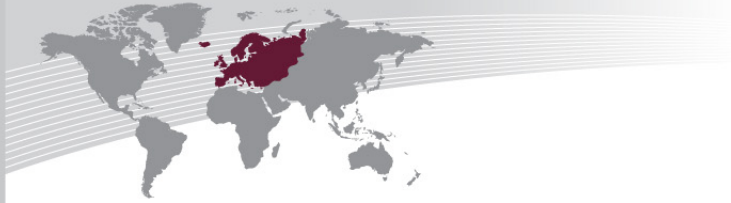


Word of Mouth Marketing: Busting the Myths of Networking

it'seeze

Charlie Lawson

@CH_Lawson



So, what is *Networking*?



Is it *WHAT* you know, or *WHO* you know ???



It is not ...

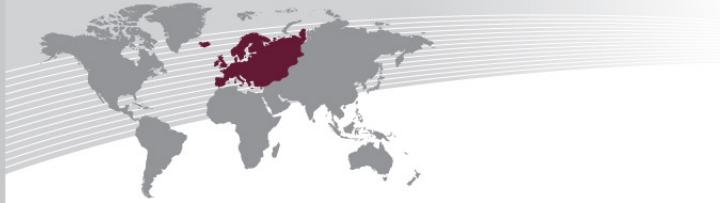
What you know, that counts

Nor is it ...

Who you know, that counts

Nor is it ...

How well you know them.



Instead its ...

Who THEY know,

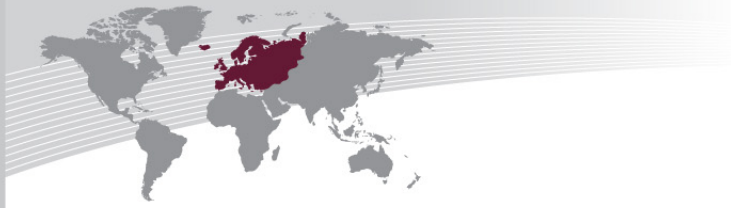
And ...

How effectively you can access those contacts that makes the difference in effective networking

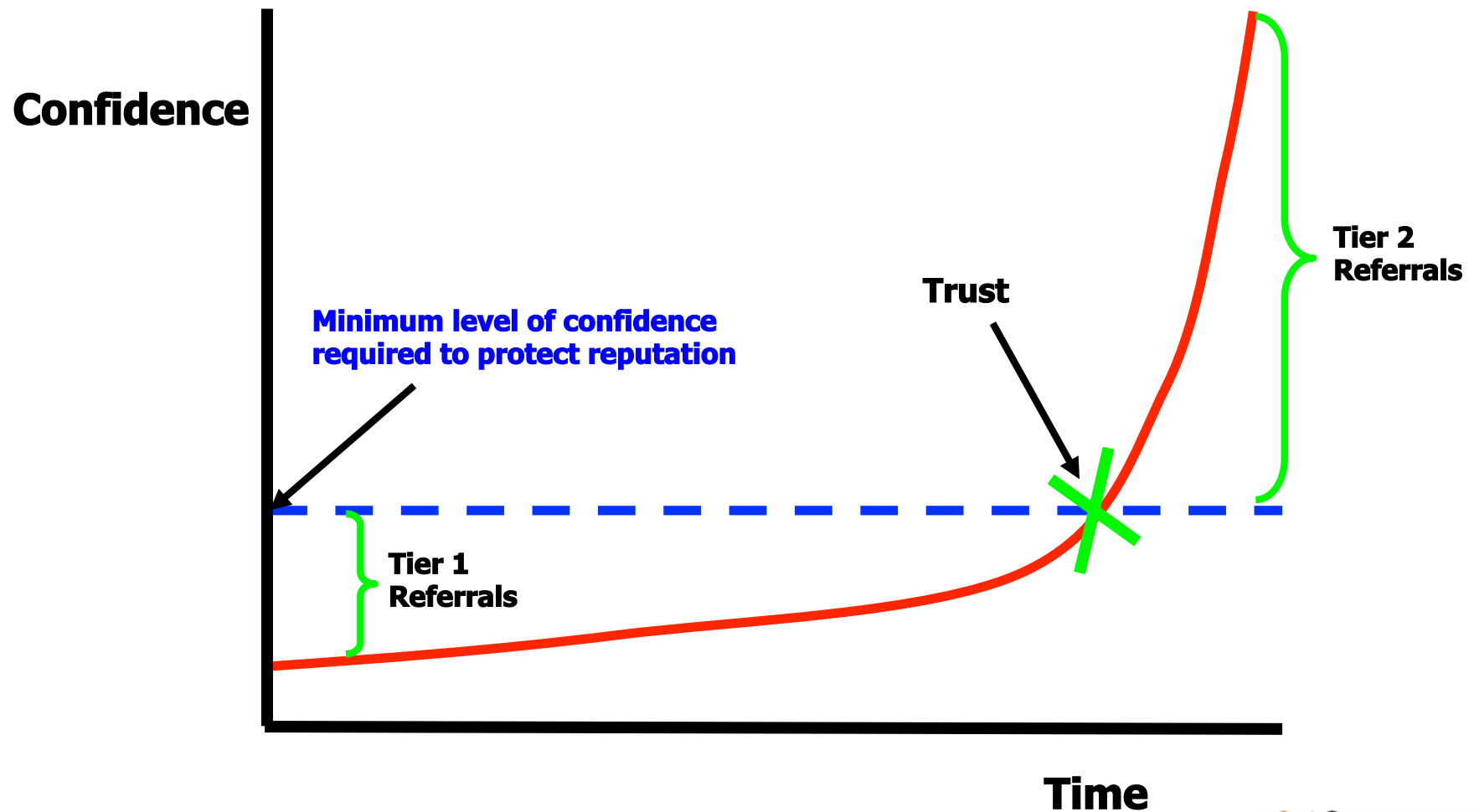


Online or Offline?

Both!



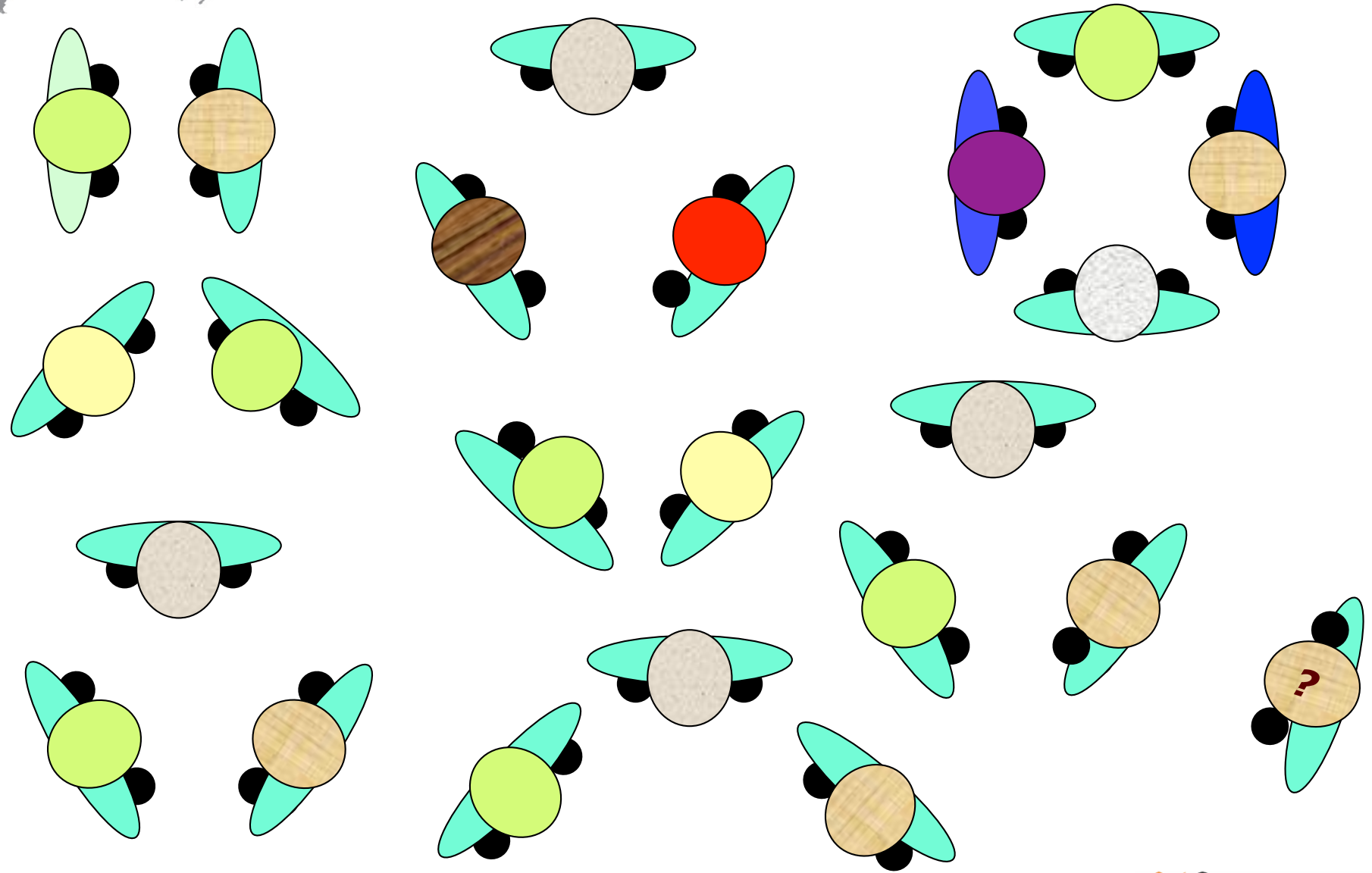
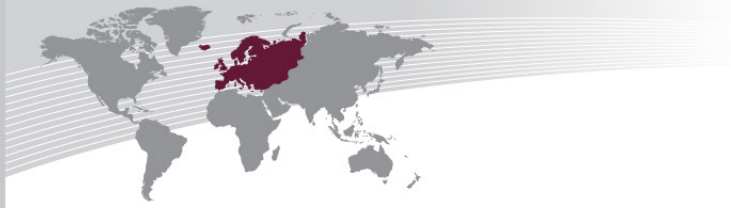
The Referral Confidence Curve





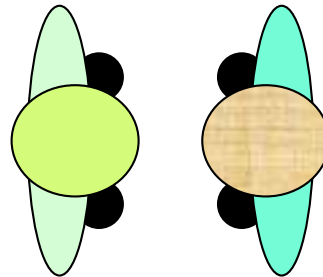
Practical Tips for Working any Room





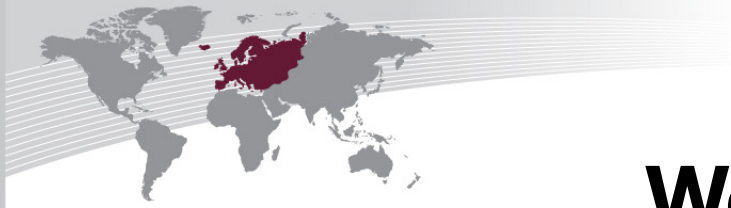


Working the room

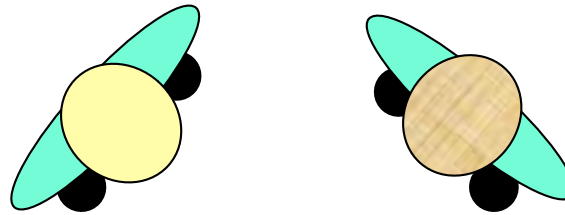


Closed 2's

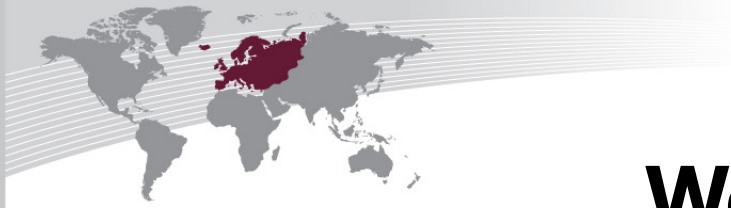
(In private conversation Do not interrupt)



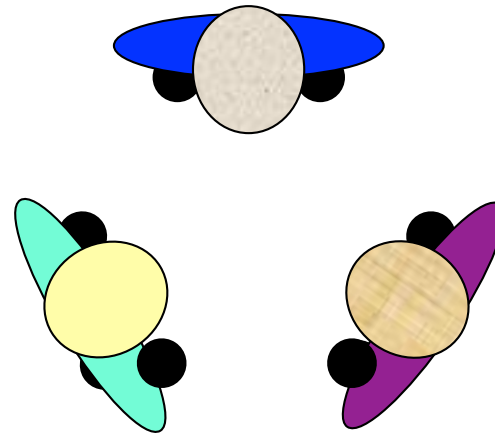
Working the room



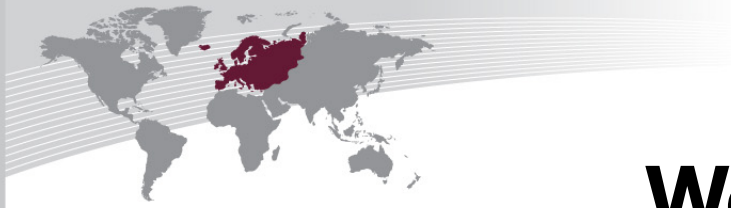
Open 2's
(Open for introductions)



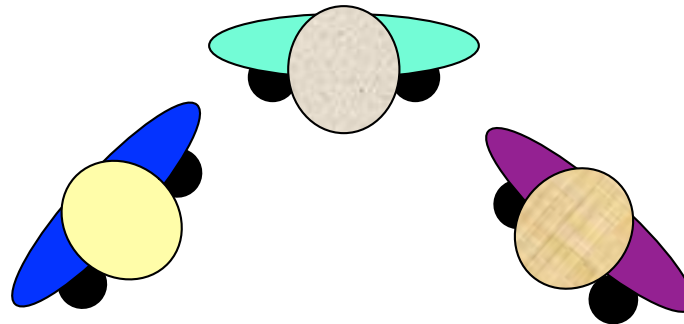
Working the room



Closed 3's
(More difficult to approach)



Working the room

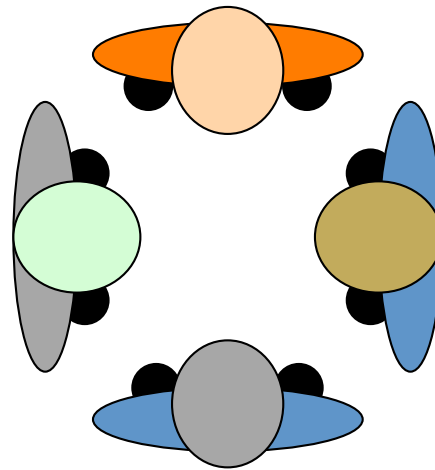


Open 3's

(Ready to invite others to join them)

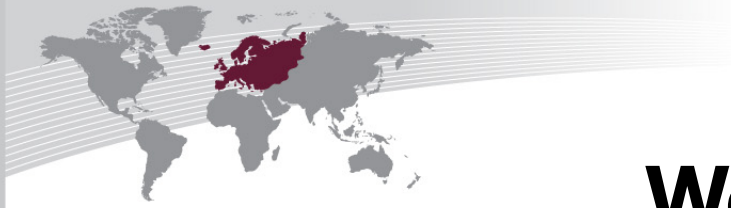


Working the room

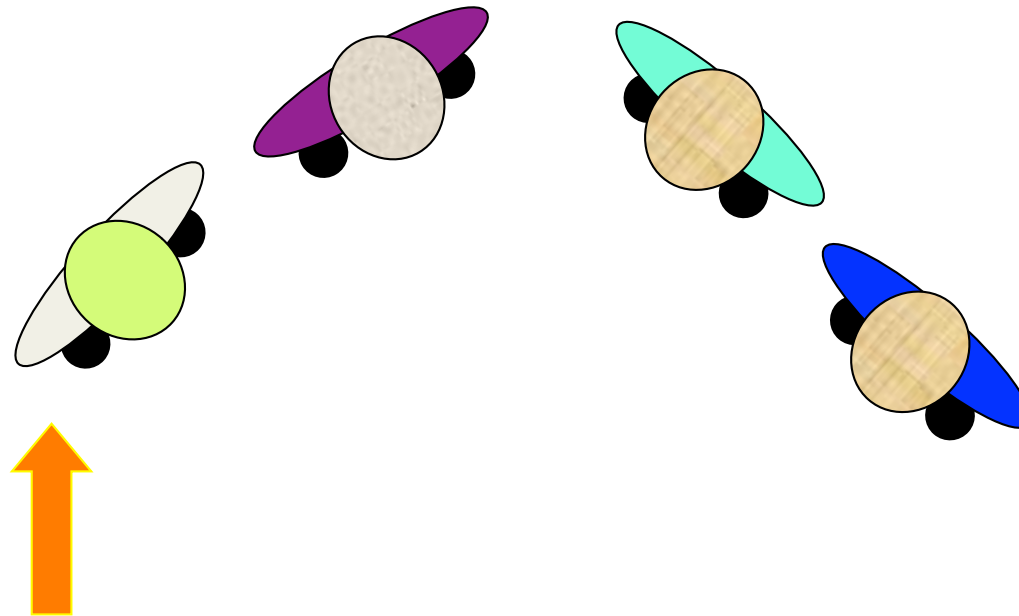


Closed 4's

(STAY AWAY – Often Solicitors / Accountants!!!)



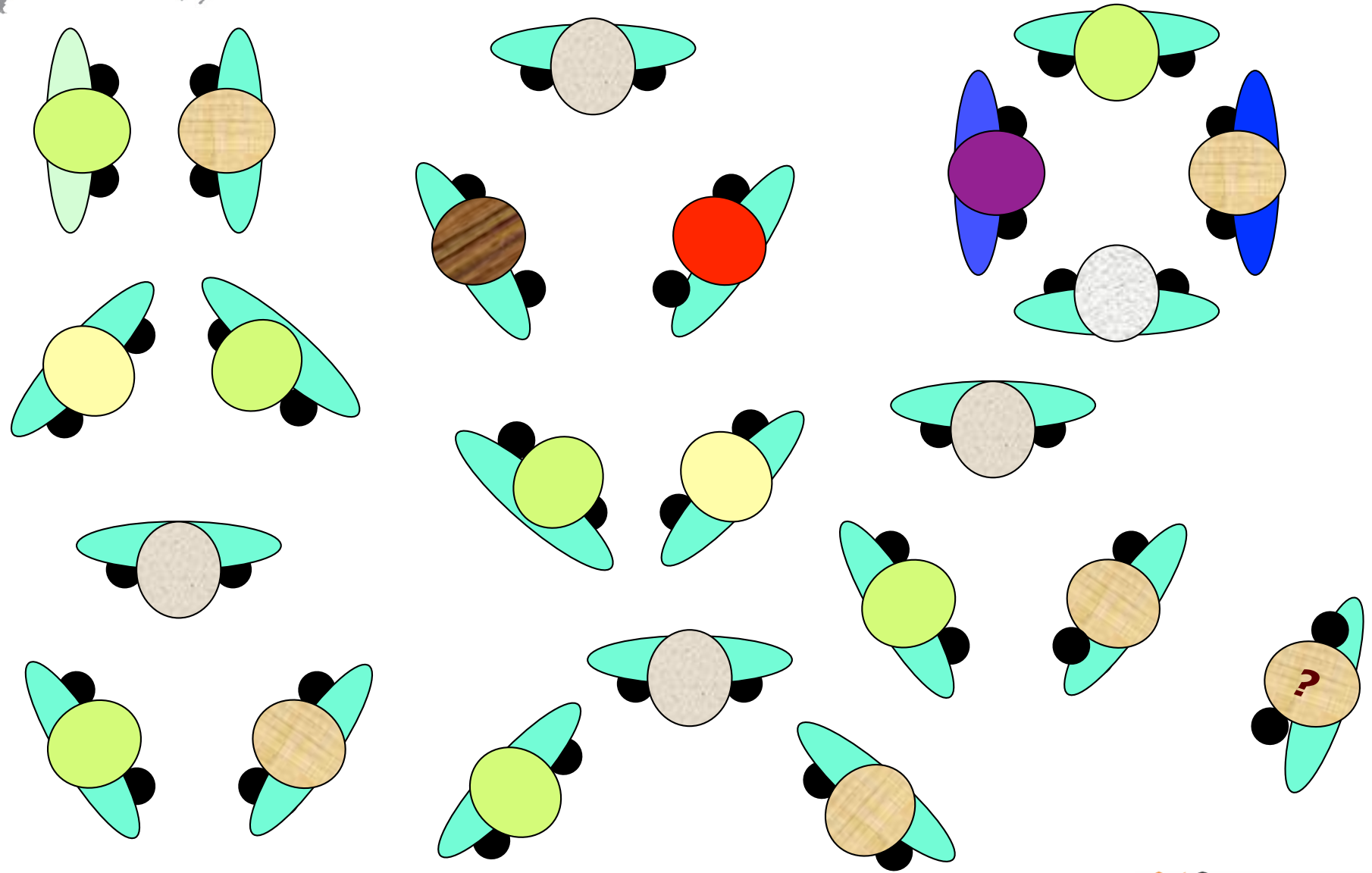
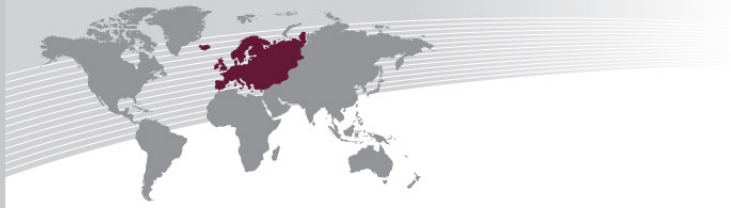
Working the room



Open 4's

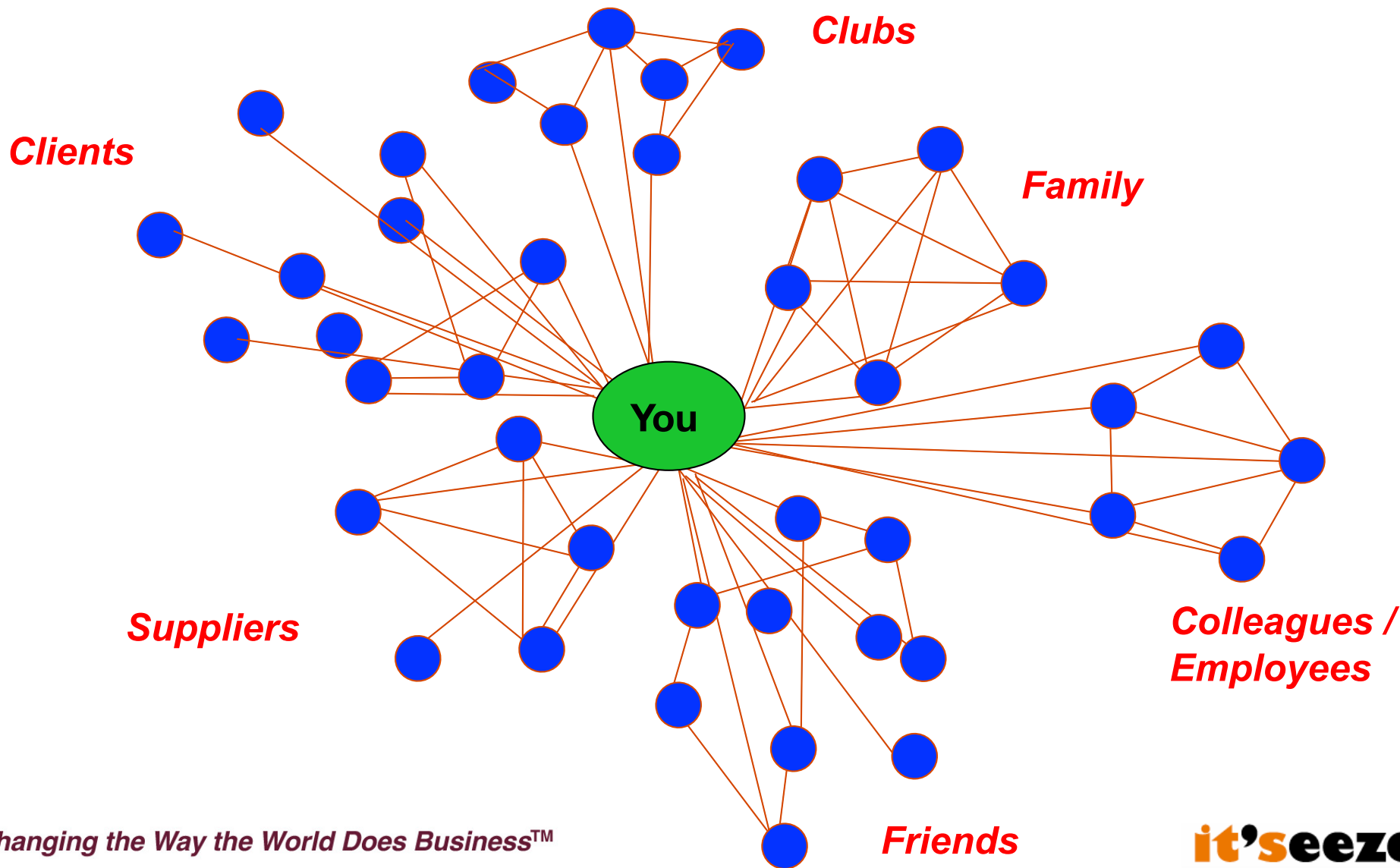
(For the confident approach)

Start at one end rather than walking into the centre.



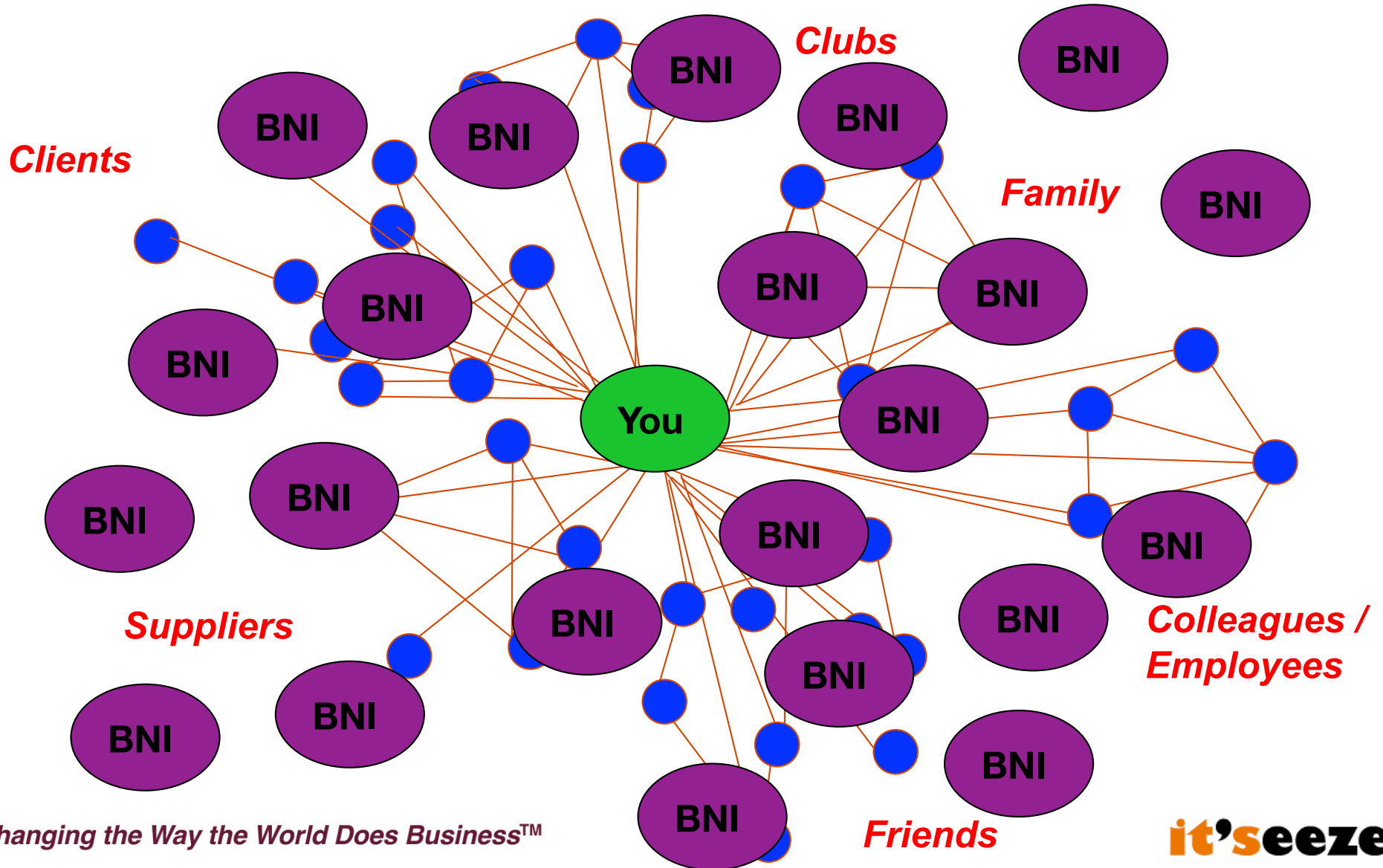


Developing a Powerful, Diverse Network





Developing a Powerful, Diverse Network





Word of Mouth Marketing

Sales Team Advertising/PR Leaflet Drop WOM



Word of Mouth Marketing

High



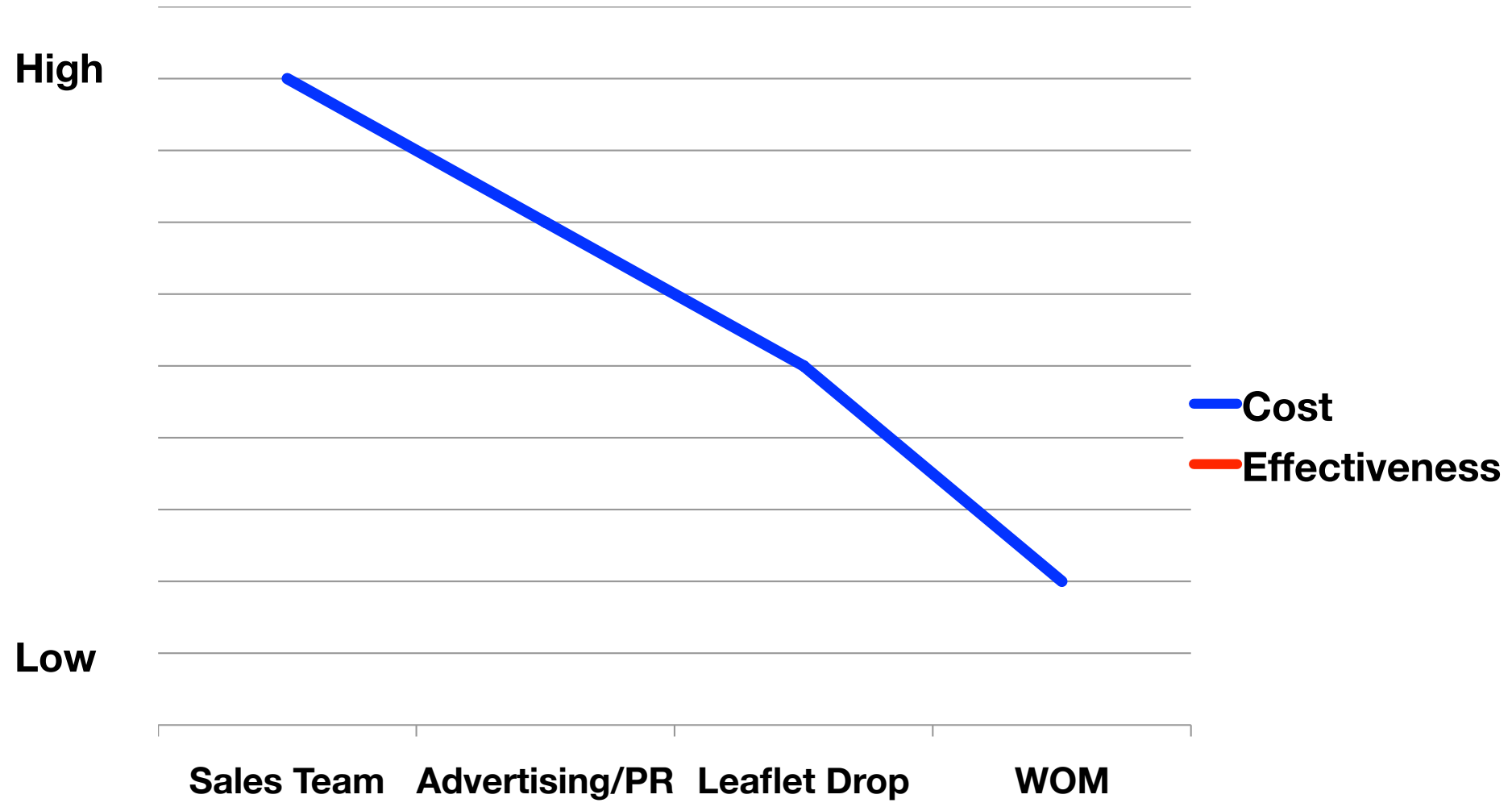
— Cost
— Effectiveness

Low

Sales Team Advertising/PR Leaflet Drop WOM

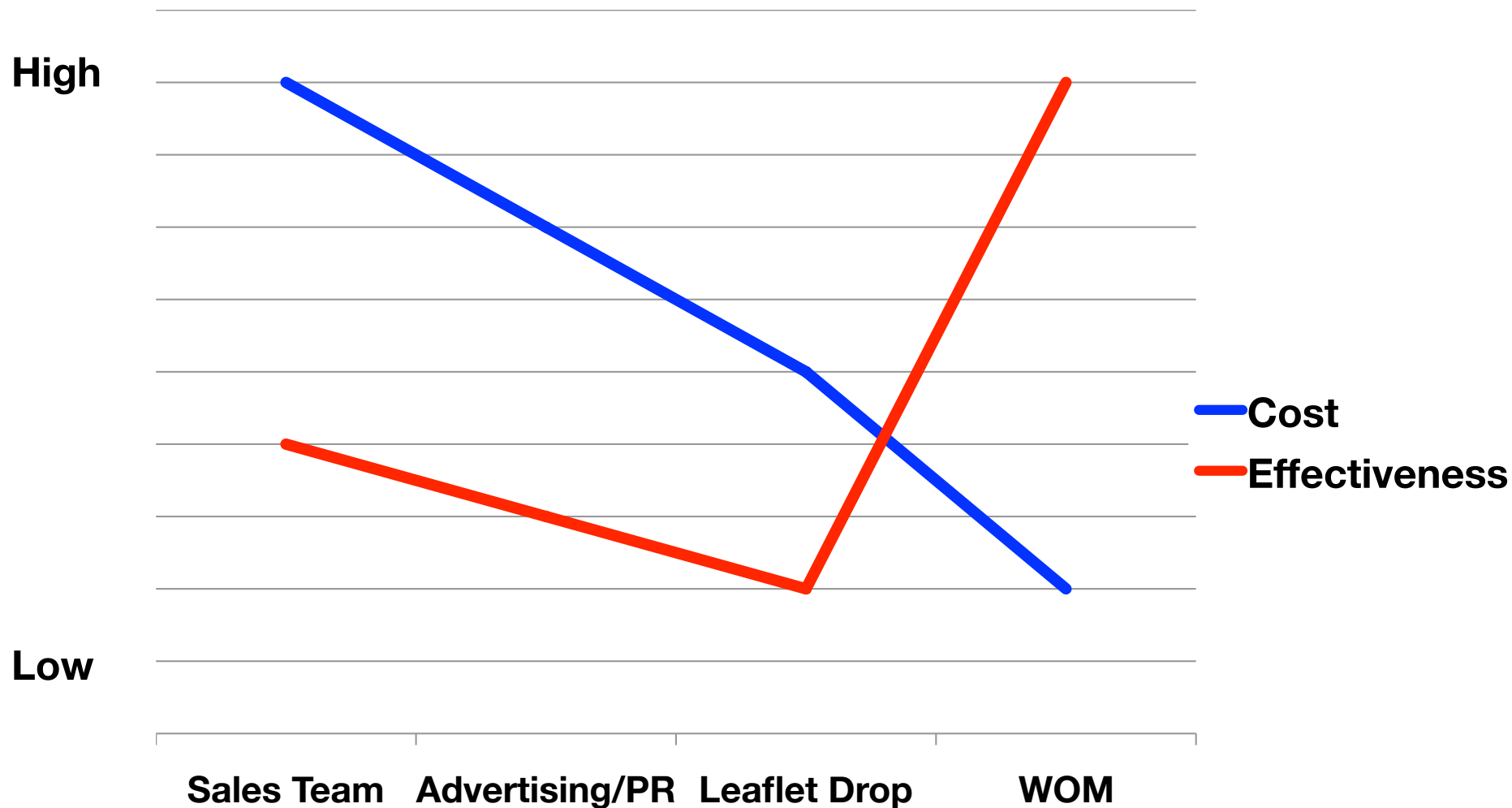


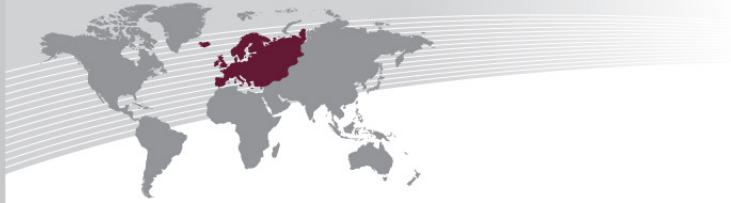
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