



SELF MARKETING & NETWORKING

Presentation by:

CPA Joel Kobia, MBA, Bcom.(Fin), CPA(k)
Lead Consultant, Royal Lead Consultants
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Objectives



- 1: Understand your personality and manage it to your advantage
- 2: Identify and tap opportunities in the marketplace inline with one's gifts, talents and special abilities
- 3: Network with an aim of selling your skills to the market place

Road Map



- a) My personality / temperament
- b) My Strengths Vs Opportunities
- c) My unique value proposition
- d) Effective communication skills
- e) The art of networking

Introduction



Who are you?



Answer: My Purpose

Introduction



- My Top 5 Strengths
- My Top 5 Weaknesses

- What are people with my strengths and qualifications doing?
 - How much are they earning?
 - Where are they?

Meet my 4 Friends



Sociable- Spontaneous
Steve!



Scheduled – Sensitive
Sue!



➤ Bold – Bossy Ben!



Calm - Contented Carol!



My Personality



Which of the four personalities best describe you?

STEVE: SANGUINE

- Confident, Disorganized
 - Easily Irritable, Friendly
- 

SUE: MELANCHOLY

- Critical, Indecisive
- Loner, Perfectionist



CHARLES: CHOLERIC

- Decisive, Activist, Bossy
- Self confident, Daring



PURITY: PHLEGMATIC

- Shy, Stubborn
- Consistent, Cool & Calm



My Personality



- Every personality has its strong and weak sides
- Extroverts enjoy networking than introverts
- Don't expect everyone to behave like you
- Identify your strengths and maximise on them

My Personality



- Take note of your weakness and manage them
- Everyone has traits of each of the four personalities in different proportions
- Identify your domineering and secondary temperament
- Never blame your weaknesses on your personality

My Personality



Self Awareness

A combination of :

- ✓ Personal SWOT Analysis
- ✓ Temperament Test &
- ✓ Honest Genuine Feedback

Helps us to identify our appropriate tools in self marketing

Self Marketing



Personal Brand

People first buy into people
before buying from them

Strong Personal Brands

Focused, Consistent, Unique,
Confident, Reliable, Authentic

Self Marketing



Sitting &
Walking
style

Everything
about me has a
message...

Orderliness
in speech &
presentation

Dress
code

Attitude

Hand
shake

My Communication



How effective are you?

- ❖ Body language
- ❖ Eye contact
- ❖ Hands position
- ❖ Standing posture
- ❖ Active listening

My Communication



How effective are you?

- ❖ Tonal Variation
- ❖ Volume and pitch
- ❖ Correct pacing & intelligent pauses
- ❖ Effective use of social media
- ❖ Command of written language

Networking



Effective networking isn't a result of luck - it requires hard work and persistence. Lewis Howes

Networking is all about connecting with people. Spend as much time working on the business as you do in your business. Jay Samit

Networking



No man is an island. We're all where we are because of people

Build your network well before you need a job, so that when you find yourself job-hunting you have a large network to work with. Erik Qualman

People Build People

Networking



Relationship building:

- Know people
- Establish & maintain communication
- Find out how you can help each other
- Share Leads

Networking Benefits



- √ Share ideas & solve problems
- √ Increase productivity & efficiency
- √ Increase your visibility in your industry

Networking Benefits



- √ Develop partnerships, leads and referrals
- √ Build relationships and rapport
- √ Raise awareness about you

Networking Etiquette



#Create a short introduction

-Who you are

-The benefits that you offer

Networking Etiquette



#Be polite ...Use

- Thank you
- Please
- Avoid interruptions

Networking Etiquette



#Be always

- Relaxed but prepared
- Appropriately dressed
- Know your elevator pitch
- Remember key facts: Take notes

Networking Etiquette



- #Have energy
- #Start the conversation
- #Ask don't talk
- #Learn from conversation
- #Dialogue, not monologue ...Forget "I"

Networking Etiquette



#Keep right hand free for a hand shake

- Hold glass with left hand
- Hands should be warm, dry & free

Networking Etiquette



#Use unusual questions

-Become a great conversationalist

#Business card at the end of your chat.

-Give if asked for

Networking Etiquette



#Ask for preferred mode & timing for the follow-up

Follow – up

#Remember to appreciate to business contacts

Networking: Where ..



Where do I network? Anywhere upon leaving your house / office

- Business Associations
- Chamber of Commerce
- Open Forums
- ICPAK forums
- Any other gathering

Networking : Tool Kit



Ensure to carry ...

- Business cards
- Presentable dress code
- Event Research
- Your strategy & desired results

Networking : Guide..a,b,c



- a. Determine your goal
- b. Have a strategy
- c. Who, how long, what , when
- d. Identify convergence point
- e. Hook
- f. Network
- g. Exchange contacts & Follow - up

Networking : The 10 Commandments



#1: Act like host

#2: Have your networking tools all the time

#3: Have a goal on number of people to meet

Networking : The 10 Commandments



#4: Listen actively

#5: Give referrals

#6: Describe your products and services in less than 60 seconds

Networking :

The 10 Commandments



#7: Exchange business cards after & not at the start of conversation

#8: Spend less than 10 minutes per person
(Depending on your goal & available time)

#9: Take notes & #10: Follow-up

Summary



#Understand:

- ✓ Who you are
- ✓ Why you act the way you do
- ✓ Your strengths & challenges
- ✓ What works for you when

Summary



#Building your networks

- ✓ Make it a lifestyle
- ✓ Have a genuine concern for people
- ✓ Make a Thank you note within 48 Hrs
- ✓ Don't look for work. Instead look for & build networks.

Parting Shot



Life is a people business.
Be genuine with them.
Be concerned.
Serve.

*Thank
You*

...Q & A...

Contacts



CPA JOEL KOBIA

Tel. 0722 294 325 / 0732 075 805

Tweeter: @JollyTjoe

LinkedIn: CPA Joel Kobia

FB Page: Joel Kobia – Life Coach