

#### SELF MARKETING & NETWORKING

Presentation by:

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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 preposition
- 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!





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: PHLEGMATION**

-Shy, Stubborn

-Consistent, Cool & Calm



- 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



- 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



#### 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



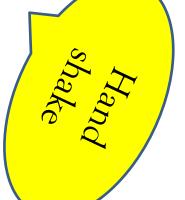


Everything about me has a message...



shuinA

Orderliness
in speech s
presentation



## 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



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

## Networking Benefits



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





#Create a short introduction

-Who you are

-The benefits that you offer





- #Be polite ...Use
  - -Thank you
  - Please
  - Avoid interruptions





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





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





#Keep right hand free for a hand shake

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





**#Use unusual questions** 

-Become a great conversationalist

#Business card at the end of your chat.

-Give if asked for





#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 ....

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- -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







#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







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

## Summary

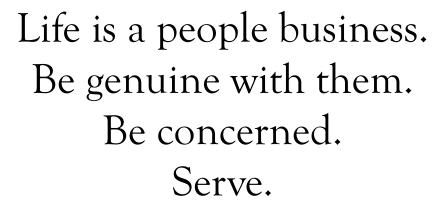




- #Building your networks
- ✓ Make it a lifestyle
- ✓ Have a genuine concern for people
- ✓ Make a Thank you note within 48 Hrs
- ✓ Don't look for work. Instead look for & build networks.

# Parting Shot









...Q & A...

## Contacts





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