

Everlasting Referrals Training

No more cold calls !

Or how to reach the right prospects with less effort and get more sales with existing customers by tapping into the power of your network.

Result

At the end of the training course you will reach your sales targets more efficiently and more effectively. You will:

- **Receive introductions and referrals spontaneously** (in other words: less cold calls!)
- Have meetings with **prequalified prospects** so **your chances to have success will increase** and **less waste of time** with people who will never become a customer
- **Get better closing ratios with new prospects, so more sales in less time**
- Receive also **referrals from new customers**
- Deal with your network with the right **attitude**
- **Reach your (sales) goals faster** and get even more business, especially in the long run
- **Attract opportunities** with no extra effort
- How to tap into the power of **LinkedIn** to find prospects and to get introduced to them
- Use the already existing **tools** more efficiently

Because of the interactivity during the training course the participants get to know each other better. As a consequence **several sales, co-operations and other opportunities** were realised during past training courses!

In practice

The training course is a mix of a **small theoretical frame with lots of practical exercises**. Interactivity is very important. We work with exercises, role playing, home assignments and personal coaching (on the spot, via e-mail and via an on-line forum).

The “Everlasting Referrals training course” consists of **2 days**.

Between two sessions the participants receive **assignments**. A (private) forum is foreseen to ease the communication between the participants and with the Networking Coach trainer. This allows to discover the possibilities of the present technology and to bring the referral strategy immediately in practice.



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This training course is just the beginning. The participants are “**coached**” **during one year via a referral e-course**. This follow-up via e-mail will make sure that they are triggered once a week to take action and to keep taking action. In this way they will really get results !

In the participation fee the **network book “Let’s Connect!”** is included.

Target group

Everyone who wants to get in touch with new customers in a more effective, efficient and fun way and who wants to get more sales from existing customers.

Functions who will benefit the most are: sales(wo)men, (small) business owners, sales managers, business development managers and freelancers.

Number of participants

Because of the personal coaching and interactivity the number of participants is limited to **maximum 12 people**.

Content

These are the topics of the course:

- What is **networking** and what are **referrals**?
- What is the **difference between networking and selling**?
- What is the **difference** between an **introduction and a recommendation** and why is this one of the biggest reasons organisations **miss lots of opportunities**?
- What is your **network type**?
- What is the “**Pro-active networking**” **process** and how can this help you to build an effective and efficient referral strategy?
- What are the **6 degrees of proximity** and which influence do they have on your referral strategy?
- Where does the **real power** of the network reside?
- What are the **3 personal basic characteristics** which will make sure you got only a few or lots of referrals?
- What are the **7 biggest reasons** why most companies **don’t get (spontaneous) referrals** (and what to do about this)?
- Who is your **ideal customer** and what do you have to do so others will recognize them for you?
- How to **answer the question “and what do you do?”** in a way you will be remembered (Sticky Story©)?



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- Why does crafting only one Sticky Story© not work?
- Which are the **ingredients** you can use to craft your Sticky Story©?
- What is the **3 tier construction** of your Sticky Story© and how does it make sure that people are really interested in you?
- What is the **biggest pitfall** when telling your Sticky Story© which **closes more doors** than opens them (and which is used by most sales people) and how to avoid it?
- What is the networking and referral attitude?
- How can you **build relationships** with your network so they will help you get new customers using the Golden Triangle of Networking?
- How to **define your (sales) goals** in such a way your network can help you to reach them?
- How to **achieve your (sales) goals faster** by tapping into the power of your network?
- What does your **current network** look like?
- How to **expand your network with the right people** to get referrals?
- Follow up
 - What to say or write in such a way the other person wants to continue the relationship?
 - Which frequency is needed to remember someone and to be remembered by someone?
 - Which strategy: how to tap into the power of the Continuous Contact Cycle© for your organisation?
- Who is in your **support, information and referral network**?
- What are your **everlasting sources of endless referrals**?
- How to REALLY tap into the power of the largest online business network (LinkedIn) to get more referrals?
 - How to build your network fast in 3 phases?
 - How to passively build your LinkedIn network?
 - Which are the 5 ways to find interesting prospects?
 - How to increase your visibility via LinkedIn in order to have your prospects contact you?
 - How to be properly introduced to these prospects by your own contacts?
 - Do's and don'ts when networking on LinkedIn
- Which other online business networks are out there?
- How to use **tools like Plaxo and your e-mail program** to communicate more effectively and efficiently with your network?
- What are the **6 biggest reasons people don't ask for referrals** and how to deal with them?
- How to **approach your customers to get referrals** via the **9 steps of the Everlasting Referral Question Sequence**©?
- How to approach your **prospects** to get referrals via the 9 steps of the Everlasting Referral Question Sequence©?

- How to approach **people who will never become a customer** to get referrals?
- Blueprint of everlasting referrals: your **referral plan**.

What is the opinion of participants of previous training courses and workshops?

“Who needs networking?” was my first reaction when my attention was drawn to the Smart Networking training of the Networking Coach. But my prejudice turned out to be false. Quickly it became clear to me that **my own network would reveal its secrets more rapidly** if I invested more time in it. The **coaching, tips and tricks afterwards** helped me a lot to keep my focus.” *Jan De Vooght, Regional Manager North & West Africa – Siemens ICN Enterprise Networks (Telecom)*

“Networking doesn’t have to be a heavy task if you try to establish contacts with the right attitude. I especially benefited from filling in the **personal action plan**. A second point is that the **e-mails after the course keep you awake** and don’t let you get sidetracked. Well done!” *Inge Dom, HR Business Partner Alcatel (Telecom)*

“This training **gave me a totally different point of view on networking** and what I thought it was. Being social and know lots of people is definitely not good networking! The examples from real life made this clear very quickly. Professional networking requires some effort in changing attitudes, but with the tips and tricks of the workshop this can **be immediately put into practice and with great results!**” *Michele De Saedeleer, ExxonMobil (Petro-Chemical)*

More background information about the complete offer of training courses, presentations, books, CD’s and strategic advice on: www.networking-coach.com

PS: remember to get your **free networking e-course** on the website !

Jan Vermeiren is the Networking Coach and author of the network book “Let’s Connect!” and the CD “Let’s Connect at an event”.

Jan and his team don’t only give **presentations, training courses, workshops and personal coaching concerning networking and referrals**, but also advice organisations how to stimulate networking at their **events** and how to integrate networking in their **sales and recruitment strategy**.

The Networking Coach team works for large international companies like Alcatel, Deloitte, Delta Lloyd Bank, EDS, IBM, SAP and Sun as well as for small companies and freelancers.

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