

# The power of networking and referrals

## Inter-company network training course

### Organisation of the course

- This network training course for **salesmen and business owners** has a double focus: improving the **personal networking skills and insights** and actively helping/being helped with regard to **referrals to the customers of the other participants**.
- Each participating company may enroll one participant per training course. Participating companies can't have the same activities (no competitors). So there is **exclusivity**.
- Each training course lasts 3 days (these days are spread over one month).

### Result

At the end of the training course the participants will network more efficiently and with more fun. They will:

- Network with the right **attitude**
- **Reach their goals faster** and be able to execute their daily tasks more quickly
- **Attract opportunities**
- Feel more comfortable at **receptions and other networking events** (own events and events organised by other organisations)
- Use the **tools** that are already available more efficiently
- Receive **introductions and referrals** from **existing customers**
- Receive **introductions and referrals** from the **other participants**
- The consequence of the two previous points is that they will have to do **less cold calls to get the same results**. This will not only be more time efficient, but also improve the enjoyment of their job.
- A **guaranteed ROI** of this training course (see "guarantee" at the end of this document).

### What makes this training course different than other courses?

- Focus on networking as an aid to **reach commercial goals faster and easier**.
- The training course is not only about learning more about networking, its skills, strategies and tools, but also about exchanging contacts on the spot. **Referring and actively promoting** the other participants is not only strongly emphasized, but is a major part of the course.
- Short and long term **benefits**:
  - **Long term**:
    - By gaining new insights and developing new skills, the participants secure a solid and continuous foundation for the future. This applies both for themselves as for the companies they work for.
    - Through building a new network with the other participants a foundation for continuous introductions and referrals is established.

- **Short term:**
  - By stimulating introductions and referrals to each other's customers new customers can already be gained in the short term.
  - Through an other approach with existing customers, extra contracts with these customers can be gained and new customers can be made via these existing customers.

## **Benefits of this training course**

- **Training course combined with active referrals.** This significantly reduces the timeframe to have a return on your investment.
- **Private Internet platform** to communicate with each other in between the sessions.  
Benefits:
  - Learn how this relative new technology works
  - Communicate with the other participants more effectively and help and be helped more efficiently
- **Continuous support by the trainers** (networking experts) in between the sessions via a private Internet platform, e-mail and telephone.
- A **guaranteed ROI** of this training course (see “guarantee” at the end of this document).
- **Exclusivity per activity** (so none of your “competitors” is in the same training course as you)

## **Practical details**

- **3 day training course**, spread over 1 month (between two training days there are always two weeks to give the participants the time to apply what they learned and to help each other)
- **Dates:** are fixed when there is sufficient interest to organise the training course.
- **Location:** is fixed when there is sufficient interest to organise the training course.

## **Caution ! Conditions for enrollment**

- This is an **intensive training course** that asks more from the participants than just showing up for the sessions !
- Between the sessions the participants keep in touch via a private platform on the Internet.
- The **participants have to make time** in between the sessions:
  - For personal assignments
  - To get to know each other. This means in practice that they plan a one-hour meeting with every other participant individually between the first day and the last day of the course. The goal of these meetings is to understand each other's business better in order to refer and introduce each other in a better way.
- Since participants are interdependent on each other for the success of the course **they must make a commitment to actively participate and make time for the assignments and meetings. This is a condition to follow the course !**
- **The participants need to be able to make commercial decisions.**

## **Content training course**

These are the topics that will be covered:

### **Day 1:**

- Insights
  - What is networking (definition)
  - The increased importance of networking
  - The Proactive Networking process
  - Networking types
  - The golden triangle of networking
  - 6 degrees of proximity
  - The 3 levels of networking
- Your profile
  - Personal presentation
  - Different parts and aspects of your profile
  - Elevator Story

### **Day 2: networking in practice and insights in your network**

- Networking at events
  - Preparation
  - Getting rid of imaginary barriers
  - How to make contact
  - How to discover what you have in common
  - When to exchange business cards
  - Etiquette
  - How to end a conversation
- Follow up
  - Frequency
  - Do's and don'ts
  - When do you use which communication tools?
- Your network
  - The different networks to which you belong
  - Map your network: inside and outside your organisation
  - Smart networking
  - With whom to network?
  - Where to network? (places to go, organisations, clubs and websites)

### **Day 3: tools, network concepts and personal network plan**

- Tools
  - E-mail program (ex. MS Outlook)
  - Plaxo
  - Business Card Reader
  - Online networks
  - Blogs
- Overview of network concepts: how to stimulate networking at your own events
- Your network as a stepping stone to your target group
- Make your personal network plan

Next to these topics, every day there is time to take the first step to get to know each other better.

### **Price**

- The participation fee per person is 1.800 euro (excl. VAT).
- Each participant also receives the book “Let’s Connect!” (bonus material of 31 companies, worth 3968 euro is included, for an overview: [www.letsconnect.be](http://www.letsconnect.be))
- If your company is located in Flanders, Belgium, you can pay via the “ondernemersportefeuille”. The Flemish government can give you a subsidy of 35% of the participation fee. This means you only have to pay 1.170 euro (excl. VAT) instead of 1.800 euro (excl. VAT).

### **Your coaches**

**Jan Vermeiren** is the Networking Coach and author of the networking book “Let’s Connect!” ([www.letsconnect.be](http://www.letsconnect.be)). His specialisation is the topic “networking”.

In addition to giving training courses and personal coaching in the field of networking, he also writes on regularly about networking. In addition to his own newsletter and blog ([www.janvermeiren.com](http://www.janvermeiren.com)), files written by him can be found at:

- Vacature: [www.vacature.com/netwerken](http://www.vacature.com/netwerken) (in Dutch and French)
- de Tijd: <http://www.tijdnet.be/ondernemen/netwerking/> (in Dutch)

Jan has also been interviewed regularly about networking by several media outlets including Belgian national television (De Zevende Dag, Lichtpunt), Bizz, Jobat, Kanaal Z, Forward, Evita, BVB/APME, de Tijd, Vacature, Ondernemers,... An overview of the articles (mainly in Dutch) can be found at: [www.networking-coach.com/downloads.html](http://www.networking-coach.com/downloads.html)

## References

Employees of the following organisations have already participated in a training course of the Networking Coach (for a complete list, look at [www.networking-coach.com/en\\_referenties.html](http://www.networking-coach.com/en_referenties.html)) :

ADM, Agfa, Agoria, Alcatel, Alfa Laval, Amec Spie, Amelior, Atlas Copco, Belgacom, Bosch, BT, Compass Group, Continental Teves, Corinthia, Creyf's, Deloitte, Delta Lloyd Bank, Dupont, Egemin, Elan Languages, Elecrabel, Ernst & Young, Fortis, HRSquare, Hugo Ceusters, Innotek, Janssen Farmaceutica, Jobat, KBC, Link Power, Liv'it, Manager Magazines, MLS Logistics, Mobistar, Nike, Ogilvy, Optima Financial Planners, Pernod Ricard, Phuso, Randstad, SAP, SD Worx, Securex, Siemens, SOFIA, Telenet, The House of Marketing, Timesmart, Unizo, Vlerick Leuven Management School, VOKA, VKW, Vormingsweb

## Garantuee

- If the participation fee is not earned back by closing a new deal with an existing or new customer or via a referral of another participant within 6 months after the last day of the course, the participation fee is fully reimbursed.
- In practice this means that within 6 months after the training course 1.800 euro has to be earned by the participant as a result of the course. If this is not the case, the participation fee is reimbursed without any question asked.

## Contact details

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*Remember to get your freebies:*

- **Free networking e-course:** [www.networking-coach.com](http://www.networking-coach.com)
- **Free light version of the networking book "Let's Connect!":** [www.letsconnect.be](http://www.letsconnect.be)