

Nurturing Your Sales Network: Ping!

Video Script



Get some great ways to stay in touch—and top of mind—with people you’ve met while networking. [VIEW VIDEO NOW](#)

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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Greetings, and welcome back. Nick Miller, Clarity Advantage and this time, to talk about a critical networking discipline.

What’s this sound?

(Sound effect: submarine sonar ping sound).

Again?

(Sound effect: same ping).

As you fans of submarine movies know, THAT is the sound of sonar pinging. One ship sending a ping in an effort to contact another ship and stay in touch for whatever reason.

And the pings come every so often, spaced apart. Like it isn’t ping ping ping ping ping ping. Nobody would watch that movie, it’d sound like a door bell.

Same thing when we’re trying to contact or stay in touch with someone we’ve met while networking.

Pinging is an occasional, quick, casual greeting. A short email. A quick voice mail. A brief birthday message. “Happy Birthday to you.” You get the idea.

We rate everyone we meet. Personal contacts, business associates, customers, prospects. Rate everyone a 1, a 2, or a 3.

Ones? Contact every month, several different ways over time. Twos? They’re touch-base people; we include them in our mass emails about our business, holiday cards, and so on. Threes? Try to reach them at least once a year.

Carry the lists.

When we have a couple of minutes free, we send them a note or leave them a voice mail. We can also categorize people by location and call them when we travel to those destinations, “Hi, I’m just passing through Mainville and it made me think of you. Can’t meet this time, but just wanted to say hello.”

Ping!