Winning At Prospecting—Building Networks That Feed Us
Overview

Building Networks That Feed Us helps bankers connect with and attract the people, companies, and situations they most want.

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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PROGRAM PURPOSES:

Design and Nurture Networks to Generate More Referrals and Introductions, More Consistently

Bankers' market networks are frequently comprised of COI "contacts" who don't refer and people they've been seeing at Rotary and Chamber for years without result. Bankers volunteer in community organizations generously and don't leverage their contacts. **Building Networks That Feed Us** helps bankers connect with and attract the people, companies, and situations they most want by:

- Focusing their attention – articulating the outcomes and opportunities they seek through networking
- Positioning themselves – describing reasons why others would refer them
- Expanding the number and types of networks they explore
- Starting conversations with network participants, both close and distant
- Nurturing their contacts – maintaining relationships, energy levels, and mindshare

Learning Activities

During the one-day classroom session, participants complete a series of small group learning activities, practices, and discussions through which they:

- **Appraise Their Presents.** Through an improvisational acting scene, participants experience hum-drum, often time-wasting participation in routine community or civic organization "greet, chew, and leave" meetings, then list and discuss their most important challenges and strengths in networking.

- **Shift Their Thinking.** Participants consider six world-view principles critical to effective networking and consider the application of those principles on their own network development.

- **Target High Priorities.** In table groups and individually, participants describe the types of companies and situations they want their networks to feed them, then practice expressing their 'wants' in conversation.

- **Position For Attraction.** Participants draft descriptions of their desired reputations in their communities and networks to answer the question, "Why should anyone think of me?" to refer to and list action steps to shape their reputations toward desired levels.

- **Nominate Inner Circles.** The most basic principle of network-building is, "start with the people who know you, like you, and trust you." Participants list their "inner circle" members and the reasons for their choices.

- **Expand Natural Affiliations.** Participants draft lists of their Natural Affiliation networks far beyond their usual Rotary, Chamber of Commerce, and Kiwanis suspects and discuss strategies for opening conversations with Natural Affiliation network members.

- **Practice Openers.** Through a series of improv scenes, participants practice initiating conversations with casual contacts (e.g. people they see at the gym), Natural Affiliation network members (e.g. college Alumni Club members), and significant connectors (e.g. a prominent citizen who seems to discourage 'networking').

- **Prioritize Nurturing.** Participants discuss strategies for 'staying in touch' with network members—how frequently to touch them, reasons to touch them, channels through which to touch them—and consider strategies for organizing and using time effectively.