Building Networks that Feed Us



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

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 through articulating the outcomes and opportunities they seek through networking
- Positioning themselves by 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

Building Networks is based on 13 practical "plays" that provide a strategic, step-by-step approach to strengthening a banker's personal brand and generating more business through introductions and referrals. Participants walk through the plays in facilitated meetings, choosing specific plays for focus as they progress through the Playbook.

Bankers learn to build and sustain personal marketing and network development disciplines:

- Identifying companies, people, or situations they most want their network to feed them
- Developing messaging (what they say and do) to position, build trust, and demonstrate capability
- Communicating the messaging through initiatives that start with "one to a few" people and expanding to "one to many" people.
- Nurturing and expanding network relationships
- Leveraging time with technology
- Establishing daily, weekly, and monthly cadences for network building and nurturing activities

Sales leaders and coaches learn to lead and coach network expansion.

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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Delivery

Our recommended delivery approach is “playbook-based, field-driven”, led by the individual contributors’ managers. We provide the playbook. A starting point for implementation strategy could include:

- A 90-minute kickoff and planning session for the participants’ supervisors or coaches.
- A one-hour kickoff and orientation for the individual contributors.
- Four additional 30-minute to 45-minute “coach the coach” sessions for participants’ supervisors or coaches during which we review participants’ progress to date, discuss the supervisors’/coaches’ coaching activities and successes/challenges, and introduce the upcoming two – three sessions and tactics.

Additional implementation support can include:

- Nine 45-minute “live” virtual classroom instructor-led sessions, one session every two – three weeks. During each of the sessions, we introduce a new network development tactic and a “proposed investment” (i.e., an assignment) through which the participants begin implementing the tactic. Beginning with the second session, we also review the participants’ experiences with the previously assigned “investment” before we introduce the new tactic.
- On request: Coaching of individual participants to assist with development of their messaging or implementation of other tactics in the process.

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