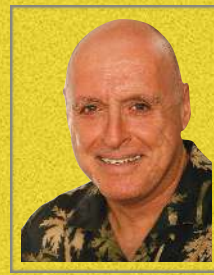


THE EXTRA POINT

BY JERRY ROBERTS



221 Networking for a Better 2019 – Part 1

The boss tells you that you need to network more, to meet more people who might be interested in doing business with the company. And you don't like attending those networking events. What now? I'm Jerry Roberts with info on how to make you more effective when connecting with new people...here, on The Extra Point.

For too many years I was what you might call a "reluctant" networker. You might call it that but it wouldn't be accurate. The words "nervous" and "terrified" would have been a better choice for my early years. Later on you could add "disinterested" and "bored." Going into a big room full of people and talking about a lot of stuff I had little interest in was a chore for me.

If you can relate to this let me tell you a story about how it all changed and ultimately led me to enjoy what I formerly felt was a light form of torture — and eventually saw me write a full training course on how to make big returns in the game of making business connections.

What was the key? I had a woman take me aside and tell me that she hated it, too, and couldn't wait to leave. Then she said the magic words: "It's not about you...it's about them." She said: "Regardless of how I feel about the conversation, if it's something this other person cares about and I want to figure out if they might be a candidate for what my company offers, I'm going to give them my attention and probably learn something in the process. The next time I meet someone who's interested in the same thing, I'll be able to carry on a reasonable conversation with them."

Boy, did that ever make sense to me. I snapped out of my boredom and disinterest and began to listen intently to what people had to say. Then I'd ask questions, and it's amazing how they reacted to that.

My mom had a saying that I know you've likely heard before. She said if I wanted to attract people to never mind trying to be interesting... instead, to focus on being interested in others.

It's easy to say but not always so easy to do. We're usually so focused on ourselves, and our internal mechanism is always set to self-promotion. The "ME" switch is in the "on" position.

Here's a couple of other things I learned. When you let other people do most of the talking, you are not burdened with the responsibility to carry the conversation. Wow, how much easier it all became.

Further, I learned that some people just love to hear themselves talk, and to feel that they have a willing and interested audience. If you're a great listener, the other person will likely have a very positive opinion of you. This is part of the psychology behind being a highly effective networker. You know something else? They'll also think you're better looking. I kid you not, it's true..

Now, on Wednesday, after you've had the opportunity to unwrap all your gifts and enjoy the gatherings with family and friends, I'll give you some nuts and bolts tips on how to improve your skills in this area. For now, I want you to just agree to think about what I've said, and if you need to, to adopt a new mindset to networking. It'll bring you greater rewards in 2019 and beyond, if you do.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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For information on training and consulting services from Jerry Roberts, please click this link: guamtraining.com

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