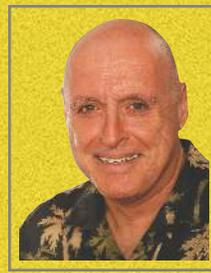


THE EXTRA POINT

BY JERRY ROBERTS



770 Can We Actually Do a Little Networking Again?

It's PCOR 3 and the question came up the other day, is it okay for us to do some business networking? I'm Jerry Roberts, and the answer is yes. However, another question is, "Have we forgotten how?" More on this is coming up next, on The Extra Point.

Since the pandemic began, opportunities to network and meet people have been cut back. Hopefully, we'll see those increase in the weeks and months ahead. Is it fair to wonder if maybe we've forgotten how to do it?

Even if that's the case, it won't take long to get you back into networking shape. I've talked a few times about how to network effectively, and you can start with Extra Points #221 and 222 to get some information you can use.

One of the things that makes connecting with someone harder than it has to be is the first few exchanges between the two people. It often goes something like this. The two people exchange names and where they work. Then...

Guy 1: "So, what brings you here?"
Guy 2: "Oh, just thought I'd see what was going on...you know. How about you?"

Guy 1: "Yeah, same. So, how's work?"
Guy 2: "It's okay. How about you?"

Guy 1: "Yeah, same. So, it's pretty cool that we're now under PCOR 3, huh?"
Guy 2: "Yeah, pretty cool. Hey, good talking to you. I'll see you around."

Guy 1: "Yeah, same."

Question, Is there any way we can raise the level of the conversation to make it just a little more stimulating?

How about coming up with a better question? Instead of, "So, it's pretty cool that we're now under PCOR 3, huh?"... what if we asked, "Tell

me, what's the one thing you can't wait to do, when all of these restrictions are finally over." There's a much better chance for a good, upbeat, and personal response. When they're done, they'll throw it back to you so you can answer.

Something else, when I first got involved with networking, a very smart person told me, "It's about them, not about you."

Then I remembered what my mom had told me many years before. That I should not worry about being interesting to others. Instead, it would pay off if somehow I made others feel I was interested in them.

I figured one way to do that was, when I met someone new, at some point I'd try to ask a good question about their job, hopefully one they haven't answered very often, if at all.

"Oh, you're the Real Joe Cruz, who produces the Ray Gibson Show. I've always wanted to know, how tough is it to stay on schedule and be involved on air on a moment's notice?"

"Oh, you're Mana from the Ray Gibson Show. You were a senator and also worked at GEDA. I've always wanted to know, what's the process to get off-island companies interested in making investments in Guam?"

"Oh Ray, I've listened to you for years, back to when you played music. I've always wanted to know, what was it like for you in the early days of doing your talk show, having followed a broadcasting legend like Jon Anderson. Did you feel any extra weight on your shoulders because of that?"

As soon as the person tells you their name and what they do for a living, Get your brain in gear and come up with a question that is personal to them only.
(Con't.)

As they say, this ain't rocket science. If you can make it about them, there's a pretty good chance they'll remember you the next day.

It's the way we're wired. Asking a personalized question is important. You'll notice I didn't say a "personal" question. That would take care and skill, and might well be avoided. That said, personalized is the way to go.

Have fun, be interested in others, ask good questions, exchange contact info with people when there's a good reason to do so. Then, follow up with them.

Just do those simple things and you're efforts in networking will pay off.

That's The Extra Point. Be responsible 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 with Jerry Roberts, please click this link: guamtraining.com

