



The Reluctant Networker's **52 Networking Tips**

Making Connections...
...with Confidence



Cold-calling failure? Networking success

When my wife, Lisa, worked for a small start-up company she had to do a little bit of everything. They even had her making cold calls at one point.

I still remember the day that she came home after "dialing for dollars". She was frustrated -- but not for the reasons you might think. The problem she had with cold calling was she couldn't get *them* to get off the phone. Even when she tried to explain to them that her company's services couldn't help them, they still wouldn't leave her alone.

I can hear you scratching your head out there on this one. What was she doing?

Well, it turned out that she was calling academic research scientists. Before she picked up the phone, she would look up their name on the Web to see what papers they had written and then read a few. Then when she called, she introduced herself as a fellow scientist and then did something that most cold-callers don't do.

She asked them what they were working on currently.

This isn't something that scientists get asked often, and they would go to town. They were the experts in their fields and had just been given permission to talk about their true love -- their research.

So, what does this have to do with networking?



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The same steps that she took for cold calling are the ones we can use to strengthen our network. If we know who we're meeting, we can find out a little more about them. Google them. Read their website and check out their press releases. We can then present ourselves as peers and just show a genuine interest in that other person.

Now, unlike cold-calling, we won't be hanging up the phone and just moving on to the next person. We'll be using this information to forge a strong relationship, one where we aren't asking for the sale, but rather looking for ways we can serve.

After that the sales will show up on their own.



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Recommended Resources

The website: <http://www.thereluctantnetworker.com>

The blog: <http://thereluctantnetworker.blogspot.com>

Our workshops: <http://thereluctantnetworker.com/content/workshops-and-training>

Facebook: <https://www.facebook.com/pages/The-Reluctant-Networker/397296726083>

Background and Testimonials

Originally a computer programmer, Greg Peters understands the challenges facing every reluctant networker. He also knows, however, that networking is a learnable skill. In 2009 he founded The Reluctant Networker, LLC and has since worked with clients in technology, finance, and sales to help them build networks of powerful connections. He is the author of the blog "The Reluctant Networker" and contributes weekly networking advice to local radio and news outlets. He also presents to larger groups to spread the word that, performed properly, networking is the most powerful way to achieve success and significance in our lives.

"Just wanted to say THANK YOU for being our speaker for our January Grow Your Business Workshop. The time, energy, and effort that you provided was greatly appreciated. We have received some tremendous feedback from those who came (and even those who wish they would have). Thank you for helping us in our efforts to build a strong Downriver community! We would love to have you come back to speak



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for us again anytime!”

~ Mark Tremper, Downriver Community Federal Credit Union

“Greg opens doors. By inviting me to a special networking event, Greg enabled me to make a crucial connection leading to a new position. Thank you, Greg! You are a powerful speaker, and an even better networker.”

~ John Arenz, Trust Officer, Wealth Management Group, United Bank & Trust, Ann Arbor, MI

“For a self-proclaimed 'nerd', Greg is a sensational person who happens to have a knack for putting others at ease with their fears and provides a steady approach for networking. I recommend seeking Greg's expertise if you have any hesitation at all regarding networking and speaking in public; his methods have greatly helped me get out of my own way.”

~ Rich Austin, Associate, Sandler Training Center - Ann Arbor