

TEAM FLIGHT GROUP PRESENTS

NETWORKING: WORKING THE ROOM LIKE A PRO!

WRITTEN BY MAXIMILLION SIMON

Networking: Working The Room Like A Pro!

Written by Maximillion Simon

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INTRO

Networking in the world of today, has become a major part of Business and Communication. I have expressed both subjects as a whole, with deeper points in both subjects in my eBook **I.A.M.I.A.M** (*The Future of the Modern Day Athlete and Entertainer!*). Today we will be looking into one small but extremely significant part of growing our Business and most importantly our Business Relationships.

This quick guide will show you the basics of Networking in a room, with peers and potential clients. For many, this can be a very daunting task. The fear of not belonging, rejection, social awkwardness are real and must be addressed. I had felt these ways myself at times, but soon enough with a lot of events and networking around the world, I've been able to work a room with confidence and find my way around to new friendships, peers, and clients.

For those that don't know my story, my name is Maximillion Simon... *How are you today?* This is supposed to be a Networking book, how rude of me. Haha, I mustn't forget my introductions.

I am a former professional athlete that has lived in 10 countries growing my business over the years around the world. Now I'm a Life & Performance Coach, helping people move towards their Peak Empowerment by elevating Mindset, for Achievement and Fulfilment!

Through my life experiences, I've been fortunate to be in many rooms of all kinds to network, all over the world! It hasn't always been an easy road, but after a lot of determination and consistency, I'm able to work a room comfortably and in the meantime creating new Friendships, Peers and my Ideal Clients.

This is what I've learned along the way... Enjoy!

Step One: Capturing Opportunity

Long before we get into that room, where Networking and dreams begin... There's that time where we are at home, asking ourselves that question we all know too much about.

"Should I go?"...

Wow! This question literally changes everything, I'll explain.

I woke up one morning not long ago, tired from the night before and with not a lot of energy! I scrolled through my phone and a reminder came up of a Networking event that was to take place in the next few hours. At this point, everything within me was telling me that I shouldn't go. My reasons were, "I'm too tired!"... "It doesn't look like it'll be any good anyhow." I started to try and convince myself that it wasn't worth going to, trying to justify my excuses.

In this long journey of Personal Development, it has really humbled me to see my flaws. Once I started to understand myself a lot better, I gradually saw that these excuses were also masks for deeper limiting beliefs I had within myself.

Limiting beliefs for me personally was my **Confidence within my Message**, and also doubt in my **Worthiness of being heard**. Many other common Limiting Beliefs that I've seen over my time networking are all based around **"What people think of you."** and **"What you think of yourself."** We'll get back to these, later in the book.

These battles do not disappear over a short period of time. These are problems from our past, resurfacing and getting in the way of not only Networking, but our Business and essentially our Lives.

So back to the story. From my many battles with these limited beliefs, I came to realise that this was just that old sound in my head running its mouth. Using my techniques, I was able to win this battle. I showered, got my clothes on, picked up a snack and was on my way.

About 45 minutes later, I arrived on time at the venue for the networking event. I pumped myself up, to get ready for a successful session then walked right in.

A bright smile is on my face as I walk through the entrance, expecting to see a host of some kind standing there. There was no one!

I said to myself after standing there for a moment... "These things happen, the host must be busy. Max, stop acting like this is your first rodeo!"

After waiting a few more moments out of etiquette, I decided that this was the time to invite myself in. The venue is quite a nice restaurant, running their business as normal. I look around to see any signs or flags for the event... Again, there was nothing.

Now I started to feel like this event could be gonner, maybe there was some complication. I double checked my phone and asked the waiter if the information was correct. After getting confirmation that the place and time was right, the waiter said that he knows nothing of how they set up and doesn't think that anyone has shown up!

The battle I had with my mind back in the house seemed like one I should have chosen more wisely.

I take a seat and decide to wait a while since I have come this far. Suddenly I see a man at the bar looking like he was just as lost as I was. After getting back into my Network mode, I took some initiative and went over to introduce myself.

-“Hi, can I join you?”

-“Yeah sure... My name is Shaun. I’m actually here for a Networking event. Do you know about it?”

This conversation continued on nicely all the way to a table where we sat to chat. For now, I’m in a two man Networking event, this couldn’t get any better! A short time passes and a busy looking lady comes rushing through the door of the restaurant venue. The hungry gazes of our two man networking crew for more company, instantly caught her eye, and she walked right over to us.

-“Hi guys... I’m here for the Networking event. Have you seen that group by any chance?”

Me and my new friend Shaun chuckle away at the busy lady’s question. She stands there confused but also begins to laugh with us.

-“You’re looking at it.” I reply jovially. Then 2 became 3!

At this point, we all knew that this was going to be a no show. Our small group huddled over the table with our drinks and continued to converse, aiming to make the best out of a dire situation.

As dire as the situation looked, I was determined to use my skills, practise and have fun. We have Shaun, a Software Engineer... Myself, a Life & Performance Coach... And our new recruit Veronica, a Specialist Dietitian.

To cut a long story short... After the 30 minutes that was left of our Networking, I was able to set up a Strategy Session with Veronica, the dietitian. A few days later we spoke, and I was able to close my high ticket course with her! Veronica became my client. This story that looked so dull at the beginning, about a networking event of only 3 people, turned out to be a resounding success!

This has happened to me quite a few times, and the moral to the story is this... **You never know who you are going to meet, in any room at any time!** Battle that voice in your mind every time, and remember that 80% of Success is just **“Showing up!”**. The Universe rewards those that take those battles on with bravery, even if they don’t know how it’s going to end up.

Like me in that short story, it wasn’t just about the battle of getting to the Networking event. There was also the battle of staying, weathering the storm and seeing it through. Even at the bleakest of times, even though there were only 2 other participants, I never gave up! It wasn’t about selling, it was all about getting the opportunity to make new relationships and relationships I’ve made over the years around the world have changed my life.

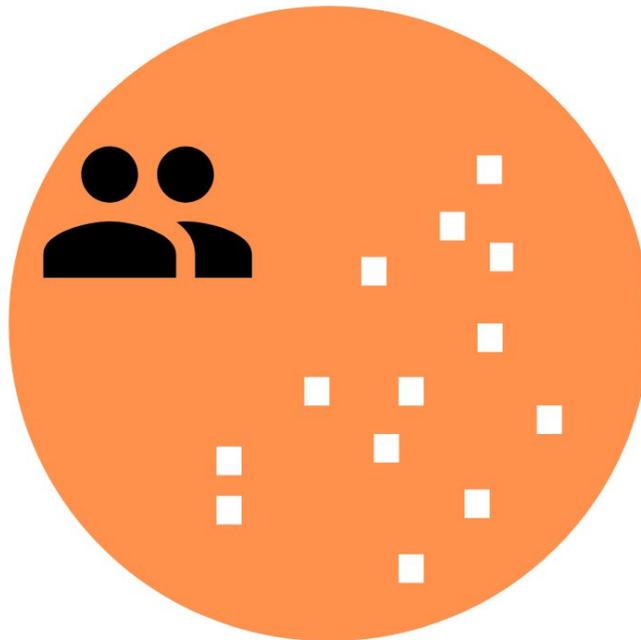
Step 2: Introductions & Social Positioning

1 on 1

If you see someone alone at an event, this is a great opportunity to go over and introduce yourself.

-“Hi! May I join you?”

This question is great, because it’s always polite to ask for permission to join someone. This shows character, respect and charm. The other great thing about this question is the high percentage possibility of the response. If you think about it, in most cases the answer will be **“Yes”**. A “No” answer would be very rare without cause, especially at a Networking event, so this question goes nicely as you approach and build that initial relationship in the room.

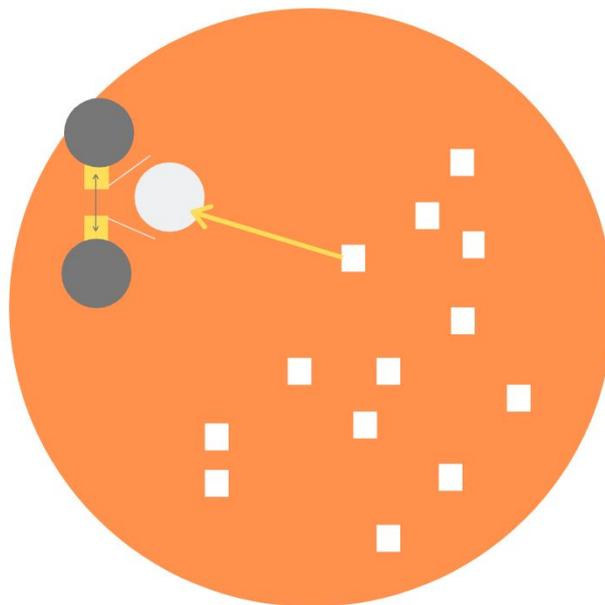


Then there were 2!

Many times, when one becomes two, we stand talking to each other closely and directly face to face. Although this is a good start, you'll find that this can close the opportunity for others to join the conversation. This could be to your benefit but in a Networking situation as you'll learn, ***the more the merrier!***

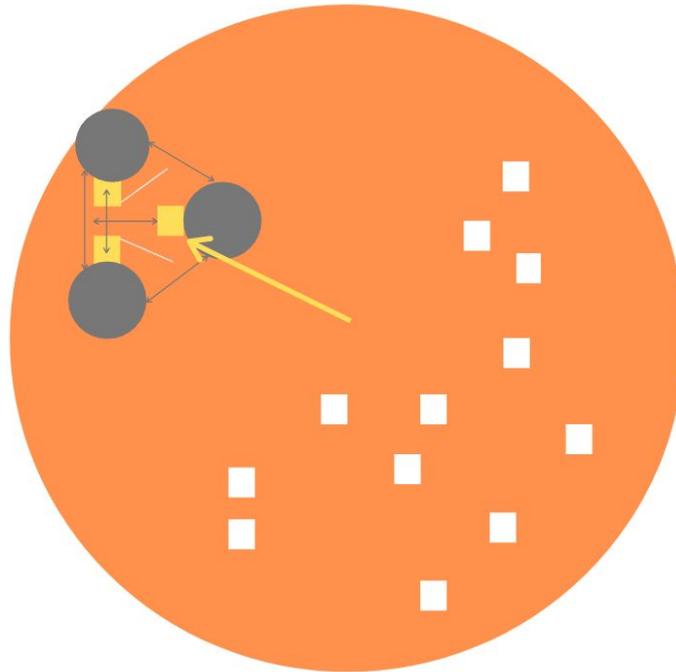
To open up the group for more invitees, just open out one leg towards the area of the rest of the room. This subtle change will make an instant difference in the energy of your pair. Part of the body is now angled out towards the room showing an inviting body language, that the rest of the room will subconsciously identify with. Funny enough in many cases, the other person that you're speaking with in the pair, will subconsciously mirror the body language you have posed to them. Science shows that as Humans, we copy behaviour, especially with those we are engaged with, and without having to be fully aware of that fact.

With the pair adopting this new **social positioning**, the pair are suddenly ready to bring more potential relationships on board! Look below to see how the shape has now changed.



The pair now represented as **Gold squares**, have shifted their position. The thin **Grey arrow** shows the initial position staring straight at each other, closing off the group to the room. The **Grey circles** represent the space behind their backs. The change comes from repositioning one leg towards that room to open things up, represented by the thin **diagonal White line**. Now opened up, you can now see the angle and the new open space available, represented by the **White circle**. This new position and space catches the eye of a new Networker. Let's see what happens when the new recruit walks down the **Golden arrow**, making two into three!

When 2 turns to 3



In any group, there are **3 Positions** that form the hierarchy of the kingdom. I call these the “*The Open Rank*”

- **Founder**
- **Group Leader**
- **New Recruit**

In “*The Open Rank*” System, everyone will eventually become a **Founder** once welcomed into the group. This welcome will always require the ‘*Temporary Positions*’ of **Group Leader**, and most importantly involves the **New Recruit**. Let’s take a closer look!

Are you the New Recruit? Remember the first point, and ask **Permission** to join the group. When you walk up to them and say “Hi!”, remember to not only say hello with your **Voice** but also with your **Eyes**. This skill in someone shows character, confidence and can take you a long way in your first impression with a new group.

New Recruit- “Hi!... Can I join you guys?”

Again by using Permission, saying hello with both voice and eyes will get a resounding “**Yes**” almost every time. Congratulations, you are now in the group!!! Or are we?

Are you part of the pair welcoming the New Recruit? The pair or group receiving any New Recruits in Networking, have a massive task ahead.

→ The pair or group must always play **HOST** to all New Recruits who enter!

Taking this initiative is very important in Networking, as this is usually the beginning of the end for many groups consisting of 3 or more people. *Why?* It's the same as inviting someone around your house, and not offering them a cup of tea or a drink. **Hosting sets the tone for Hospitality, Consideration, Networking Mastery, and most importantly for how long the new recruit will stay within that group.** The new recruit needs to feel at home straight away, and as though they can contribute to his/her new Networking Team with confidence.

How do we do this? We do this with **3 stages** I call the *"Momentous Welcome"*.

These 3 stages are **Welcome, Introduction, Context**. Let's look deeper into these steps.

- **Welcome-** This is very important to make the new recruit feel happy that they came over. A little enthusiasm and a smile goes a long way. Let's look at the conversation!

New Recruit- *"Hi!... Can I join you guys?"*

Group Leader- *"Hi!... Yes sure, please join us!"*

- **Introduction-** This part is for the Group leader to continue the new recruit's welcome. Let's go back to the conversation, which should continue fluidly straight after the *Welcome stage*.

Group Leader- *"My name is Tony, and yours?"*

New Recruit- *"Hi Tony, I'm Ramona"*

Tony (Group Leader)- *"Nice to meet you Ramona. **This is Andy.**"*

Ramona (New Recruit)- *"Hi Andy!"*

Andy (Founder)- *"Nice to meet you Ramona."*

Now as you can see there are movements within the *"The Open Rank"*. We now have identified **Tony** as the group leader, **Ramona** as the new recruit, and **Andy** and the Founder of the group. Let's continue!

- **Context-** The *New Recruit* is now **Ramona**. **Andy** was there at the start, so he's a *Founder*. **Tony** is handling the *"Momentous Welcome"*, so now that makes him *Group Leader*! All these positions in the group can and will change, as we get deeper into Social Positioning. Ramona at this point is welcomed and introduced, now let's go on to the last step which is *Context*.

Tony (Group Lead)- *"Yes Ramona. We were just talking about..."*

So look at what Tony has just done. Being the great Host that he is, he hasn't only welcomed and introduced Ramona, but is also about to catch the New Recruit up with the topic of conversation, and more importantly *Context*.

So looking at the latest part of the conversation, if Tony says...

Tony (Group Lead)- *“Yes Ramona. We were just talking about Ice Cream.”*

Ramona (New Recruit)- *“!!!!?”*

Then silence... This is the silence we all hope to avoid during this 3 step process. This is when you can hear a pin drop and we are all just left staring at the New Recruit as if we've done our job properly. Now also with all the pressure on Ramon to impress the clan with her general knowledge of Ice Cream! The Key word here is not **Ice Cream**, the key word here is **Generic**. If we are going to help Ramona really fit in we must continue to play Host, offering her **Specific** information... a.k.a **Context**. Let's take a look at the conversation now.

Tony (Group Lead)- *“Yes Ramona. We were just talking about Ice Cream, and how runny cones get in the Summer.”*

Ramona (New Recruit)- *Big Smile!*

With this **Specific** information on the Generic subject of Ice Cream, we have finally provided **Context** to New Recruit Ramona! The pressure has been taken off her shoulders, she feels updated, ready to contribute and create new Networking Relationships! Let's take a look at how easy it now is for Ramona to get involved.

Tony (Group Lead)- *“Yes Ramona. We were just talking about Ice Cream, and how runny a cone gets in the Summer.”*

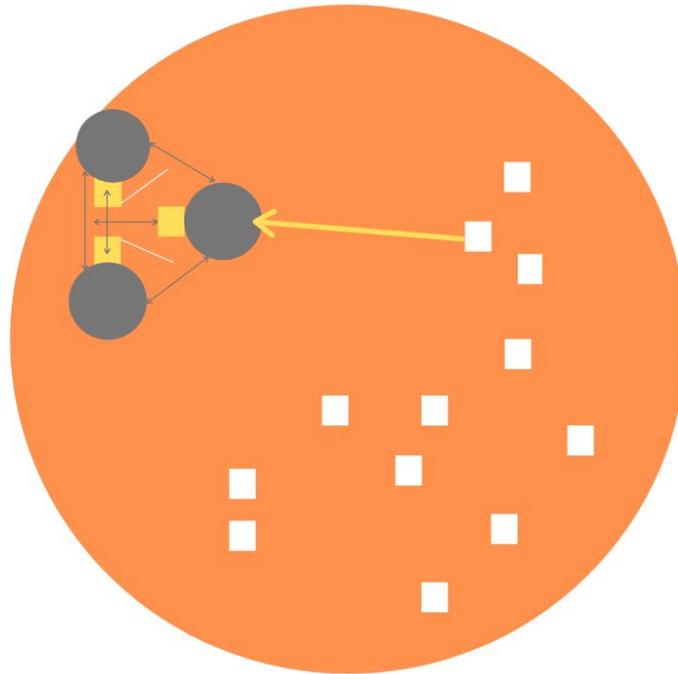
Ramona (New Recruit)- *“Ah yes, tell me about it! I was in the park last week, and my Ice Cream nearly ended up on the floor!”*

Andy (Founder)- *“Haha!... If it was my favourite brand and it hit the floor, I may have seen what I could salvage if no one was looking!”*

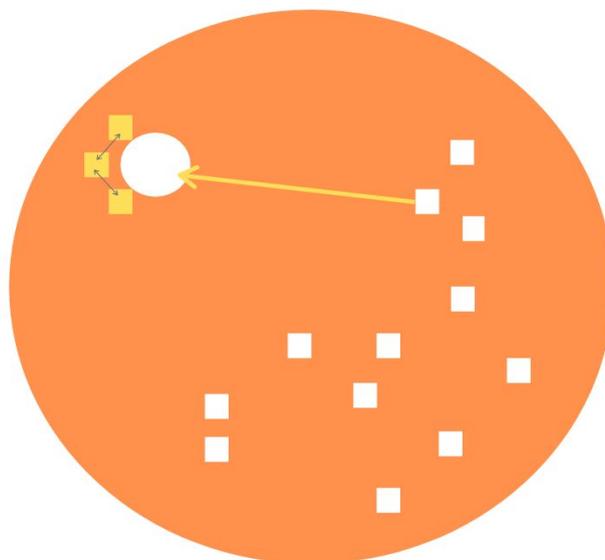
Now do you see how the **Group Leader** has done a stellar job of playing **Host**? Imagine getting this much attention, as someone newly approaching a group. *How would you feel?...* **We must become the change we want in our environment, so implementing these strategies will inspire the energies and Relationships you ultimately attract.**

Ramona has now had her *'Momentum Welcome'*! The 3 stages of Welcome, Introduction, and Context are now complete. Thus, she is no longer a **New Recruit**, she has now been promoted to **Founder**! All 3 members of the group are now Founders, enjoying the evening in a buzzing room. *Can we take this to the next level?* Let's find out!

When the Magical 3, turns into Formidable 4!



The group has now turned into a trio. The three **Founders** are now represented in the image above. The conversation is flowing, relationships are building, *but where can we spot a new arising problem?* The grey squares representing the areas that the group members' backs are facing. A triangle has now been formed, and the angled white lines that represented an opening to the room are now closed. *Is this newly formed group ready for another **New Recruit**? Is their body language open to the room?* Let's see what happens when 3 turns into 4!



Now take a look at the new room above, *has something changed?* Take a closer look. The formation has once again shifted from a more **closed off Triangle**, into an **open Pyramid!** The body language of each Founder is still closely connected, but now also shifted open for a **New Recruit** to join the coolest group in the room!

In the Networking room, the **Gold arrow** is leading the New Recruit to the open space represented as the **White circle**. Are you the **New Recruit?**

Remember the first step we should take when entering a new group is to ask **Permission** to enter, and to not only say hello with your voice, but also with your eyes. At this point every member of the group besides the New Recruit, are now **Founders**. *Who out of the current Founders which are Tony, Andy and Ramona, are going to step up this time to act as Group Leader?* Let's take a look.

New Recruit- *"Hi!... Can I join you guys?"*

Ramona (Group Leader)- *"Hi!... Yes sure, please join us!"*

Ok so it looks like Ramona has taken on the role of **Group Leader**. Has she taken note of how she was welcomed? Remember that this special role requires the following:

→ The pair or group must always play **HOST** to all New Recruits who enter!

Do you remember how we do this? By the 3 stages of the **"Momentous Welcome"**. These stages are **Welcome**, **Introduction** and **Context**. Let's get to it!

New Recruit- *"Hi!... Can I join you guys?"*

Ramona (Group Lead)- *"Hi!... Yes sure, please join us!"*

Ramona (Group Lead)- *"My name is Ramona, and yours?"*

New Recruit- *"Hi Ramona, I'm Sandie!"*

Ramona (Group Lead)- *"Nice to meet you Sandie. This is...???"*

Now we are looking really good so far. Ramona has completed the **Welcome** stage, and is now in the middle of the **Introduction** stage. Oops! There's a new problem that has just arisen. *Hmmm...What can it be?* Our current **Group Leader Ramona**, has forgotten the names of her fellow group **Founders!**

Now we've all been in this situation before, when we forget the names of the people in our group. *How does that make you feel to have to possibly ask, "sorry what's your name again?"* It would usually make us feel bad, like we've offended our fellow **Founders**, or we'll go through a feeling of personal inadequacy and unworthiness. Like in chapter 1 we must win the battle in our Minds, but to do that we must firstly get to grips with the Truth. The reality is that many of us struggle with this and we are not alone, so we must not allow these feelings to affect our performance, and most importantly our duties in becoming the **Group Leader!**

So... *How do we remedy this?* There's a way that I learned during one of my many Networking Events that changed everything... Where I never have to worry about forgetting a name ever again! "What sorcery is this?" you may ask!

Would like to learn this priceless trick? It's called "**The Hand**".

This gesture is done by motioning towards who you want to introduce, with your hand palm faced up. Suddenly this smooth gesture encourages the nameless to name themselves without ever having to ask. There's only 2 tips to abide by when using "*The Hand*", and they are as follows.

- ***If you don't know one name, you know no names at all!***

Imagine starting off an introduction like...

Group Leader- "*This is Karen. This is...?*"

As you can see, now the group leader is stuck and now you know why the first tip exists. Karen at this point feels good, but how do you think the next person feels?... *Forgotten?... Unimportant?... Will this create friction? Will the New Recruit feel comfortable and confident in their new group?* So remember the moral of the story. If you don't know one name, you know no names at all! Let's move to the second tip.

- ***Start with the group member opposite you, then make your way around.***

When using "**The Hand**", if you first gesture to the person next to you, that member may get confused and misread the message. Instead of saying their name when they see your hand, they may go for a handshake instead! This would put you in a tight spot.

On the other hand, if you start this gesture to the person opposite you, there's enough distance between you and them for there to be no confusion of your non verbal message.

Once you put out your hand, the gesture can only be read as you asking that person to introduce themselves. When the first person says their name, you simply keep moving your hand smoothly around the group one by one, and the other members will just follow suit. As mentioned before, we are creatures of habit and love order. As Group Leader, this is a special skill that you'll always have in your pocket to use at any time.

Don't worry, thank me later!

The great thing about "*The Hand*" technique is that the rest of the group could never be mad at you, and once again the pressure immediately comes off of your shoulders. You are now not only a Group Leader that doesn't remember a name, but with this great gesture you are now a Group Leader inspiring **individuality** and **inclusion**, by allowing everyone to introduce themselves in a beautiful way. Let's go back to the conversation and show how it's done.

New Recruit- *“Hi!... Can I join you guys?”*

Ramona (Group Lead)- *“Hi!... Yes sure, please join us!”*

Ramona (Group Lead)- *“My name is Ramona, and yours?”*

New Recruit- *“Hi Ramona, I’m Sandie!”*

Ramona (Group Lead)- *“Nice to meet you Sandie. **This is (“The Hand”)***

Tony (Founder)- *“Tony, nice to meet you.”*

Ramona (Group Lead)- *Moves “The Hand” to the next group member.*

Andy (Founder)- *“My name is Andy.”*

Sandie (New Recruit)- *“Nice to meet you all.”*

Ok so now Ramona has successfully got through the **Introduction** stage of the “Momentous Welcome”. The last stage for the New Recruit Sandie to go through is **Context**, and finalise Ramona’s role as **Group Leader**. Let’s get to it!

Ramona (Group Lead)- *“Nice to meet you Sandie. **This is (“The Hand”)***

Tony (Founder)- *“Tony, nice to meet you.”*

Ramona (Group Lead)- *Moves “The Hand” to the next group member.*

Andy (Founder)- *“My name is Andy.”*

Sandie (New Recruit)- *“Nice to meet you all.”*

Ramona (Group Lead)- *“Yes... We were just talking about our favorite parks that we enjoy visiting for picnics.”*

Sandie (Founder)- *“Ah I love parks! My local is perfect for the big family picnic we have every year!”*

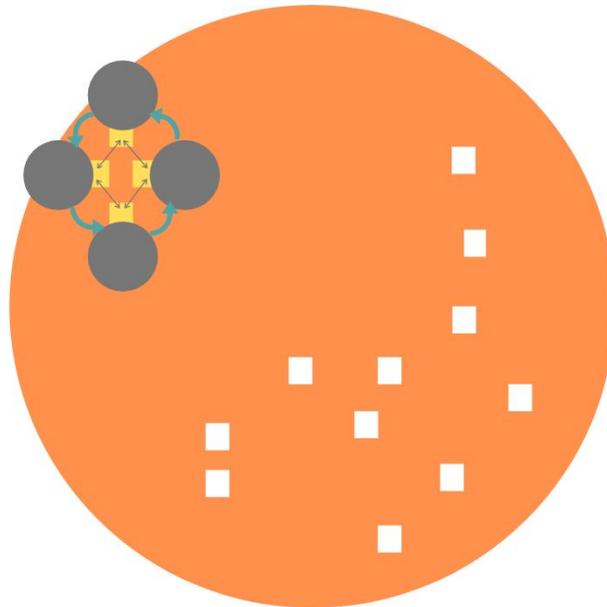
Ramona (Founder)- *“Wow! Which park is that?”*

Ramona has done a great job in welcoming Sandie. She’s been the perfect Host and has gone through all 3 stages to make Sandie comfortable and is now ready to contribute to her new group. As you can see, at the end of the conversation Sandie has now been promoted to a **Founder**. Ramona’s position has also changed back to **Founder**.

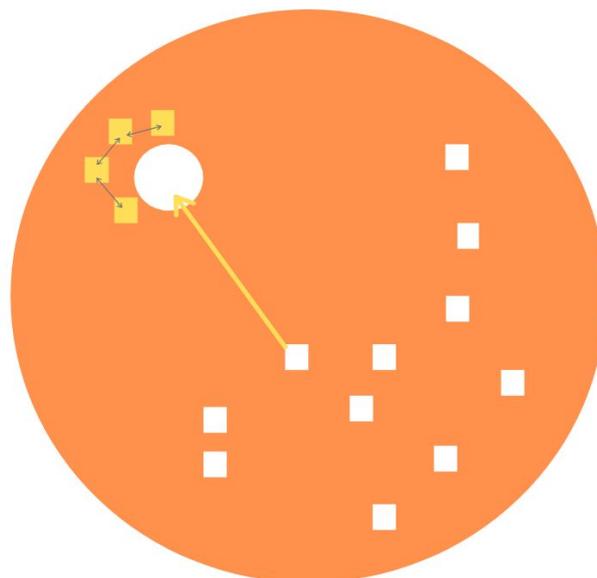
Remember that the positions of **New Recruit** and **Group Leader** are both just temporary positions that are only taken up until the operations within the roles are completed.

Equality is the goal of all groups, so once the dust settles, we all become **Founders** through contribution and connection.

When the Formidable 4 turns to the Magnificent 5

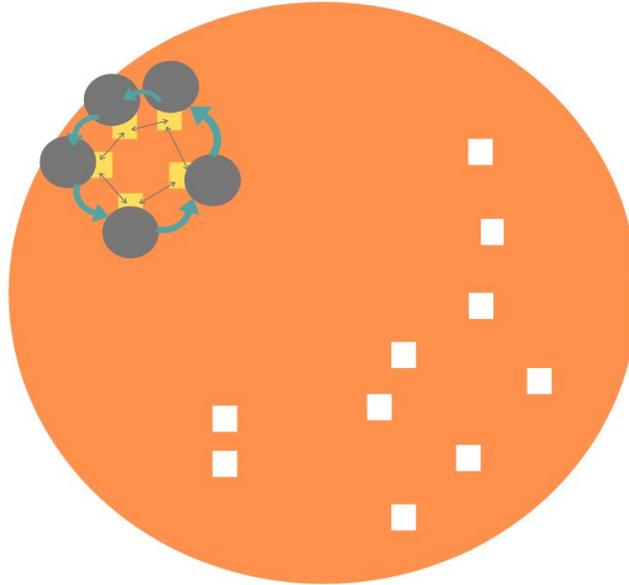


Now there's 4 in the group represented above. The diamond shape they have made creates a nice flow between the group members. *Is there room for one more person?* I believe in a Networking Event, groups of over 5 members is something to avoid if you want your voice heard. That means this group should have one more spot open for a final New Recruit. We won't go through any more dialog, but what we will do is open up this closed diamond shape for the rest of the room to explore.



Take a look at how this group has once again transformed. The group has been shifted from a **closed diamond** shape, into a **semi circle**.

This has left the last spot free for anyone in the room that wants to claim it. I think we have a taker that wants to make their way down the Golden arrow to the open space. Let's check out the last formation and how this all ends.



The Magnificent 5 is now complete and are more than happy to close off this group for now. It's like a full nightclub, we're only working on a "one in, one out" system from here on out. At this point, this group is all about the quality of the conversation, **it is all about asking the right questions!** Let's move on to the next chapter, where we will take a deeper look into the questions that stimulate conversations, and that can convert into a possible long term connection or client.

Step 3: Questions and The AH-HA Moment

Questions

This next chapter is all about the conversations we have in a group. The quality of these conversations are imperative in the process of building amazing relationships. The focus of these conversations should not be on the quality of the dialog, but from the quality of the **questions**. With the right questions, the possibilities are endless to where all conversations can go and the connections you can make within your group. The quality of your questions will also reflect on how you are positioned within the group, how you are reacted to, and how people see you as a person. There are **2 Main Subjects** that we should avoid in Networking, unless they are related to the theme of the event.

The **2 Main Subjects** are as follows:

- **Politics**
- **Religion**

These 2 Main subjects to avoid, are attached to a lot of **Emotion** and **Conflicting Mindsets**. In a Networking situation, this can be catastrophic and create clashes within the vibe of the tribe.

At the very beginning of the conversation, a new group forms and first thing's first... We need to *break the ice!* This phase is the most important one, as it sets the pace for the potential of where this group could go. Usually most people go straight in with a question such as, **"What do you do?"**. This is another question that is a good idea to avoid if possible during this phase, because... **Is someone represented by what they do?** You'll find that a start like this is going too fast, too early. First we must build rapport, and have actual interest in our new friends. Remember, every person in the room is a potential Friend, Business Connection or Client. *What are the best questions to get things started?* Let's take a look.

- ❖ **Where have you travelled from today?**- Great question because we all have this in common. This question leads onto other questions, and also opens an opportunity to share experiences. This achieves a first level of connectivity and comradery between the **Founders** of the group. Let's take a look at how a question like this could generally work.

-**"Where have you travelled from today?"**

-*"Oh I'm from here, just local... 15 minutes away. Yourself?"*

-*"I came from Bristol, an hour drive away. I was always wondering, what's it like to live out here?"*

-“Oh yeah, living out here is nice. It has a great community... Feels a village, but we live in a big town.

-“Best of both worlds! You are tempting me, I will have to look into it now.

So a nice start to this conversation. Let’s look at another opening question.

- ❖ **How do you know...? What’s your association with...?**- Another great question to *break the ice*. The commonality with the host or with the theme of the event, is a subject that can spark off an interesting conversation. At a wedding, people tend to ask the question, *Bride or Groom?* This question always brings up an opportunity to tell individual stories of how you are connected to the event, but at the same time bring us all together. Let’s take a look

-“**How did you know about this event?**”

-“I found a link on a Facebook group.”

-“**Nice, I’m part of a few. Which one?**”

-“It’s called “We Love Makeup UK?”

-“**Ah yes! Wonderful group with lots of useful information.**

Once again, another nice start. Let’s look at one more opening question!

- ❖ **The Weather?**- Especially in England because it changes all the time, and this makes for smooth conversation as it’s also quite traditional.

There are rules to Weather Talk in Britain. This subject, believe it or not, is actually a thing, such a **queuing**. Everywhere has different rules.

The Golden rule is to always “**AGREE**” first, then “**DISAGREE**” later.

If you disagree straight off, then that person will have something against you in their minds forever! Or maybe just for a while, but you catch my drift.

Here is a quick example of when you disagree first.

-“Oh, it’s quite cold isn’t it.”

-“**No it isn’t, it’s quite warm actually.**”

End of discussion

Do you feel the tension? It was about right or wrong, and not about Networking. It’s an uphill battle from here, and finding more to talk about after this conversational flow, would be difficult.

On the flipside, if you use the rules it’ll end up like this.

-“Oh, it’s quite cold isn’t it.”

-“Yes it is... But hasn’t it been a little better than last week?”

Conversation is open and thus continues.

You see, we have welcomed our new friend’s opinion with open arms. Then at the same time, we have placed our input somewhere to also be heard. Let’s continue...

This lovely start to the conversation can move on to many other situations as follows.

-“Oh, it’s quite cold isn’t it.”

-“Yes it is... But hasn’t it been a little better than last week?”

-“Oh yes, last week was rainy everyday and it was hard to go anywhere. What did you manage to get up to that weekend?”

-“I ended up staying in and watching a movie.”

-“Oh really... Which movie was that?”

-“Road to Perdition... Have you seen it?”

-“Oh yes! That movie was awesome!”

Conversation open and connectivity is advancing.

Now we are in the right conversational flow, creating a friendly bridge between one another. From here, anything is possible.

Next we’ll look at another part of networking... ***“The Ah-ha moment!”***

The Ah HA moment

The Ah Ha moment is when you spot an opportunity to possibly do business or extend the conversations further with the person you are Networking with.

People can change once they spot an opportunity, and sometimes can come across over aggressive. Like the theme tune for Jaws, we smell blood and want to charge right away! But on the contrary, we must stay composed and be mindful of our environment.

The Ah-Ha moment **is not** the time to do business in the room. This is the time to connect, and set up the next meeting/event where you can catch up with that person of interest. Here are the main tips and stages one should go by, once they've found the Ah-ha moment with someone in the group.

- **No Selling!**
Focus at this point on building rapport and a base relationship with this individual. People are intelligent enough to know when they are being sold. This also can come across as desperate, and you want to show confidence in your ability to do business.
- **Explain why you think the connection could work very briefly.**
Through this explanation, you can start to qualify your connection with smart questions.
This will give you an understanding of where they are at present, and offer you a mock draft of where the potential collaboration could go.
- **Ask about their weekend or week.**
Firstly, this is a great way to connect on a personal level, showing a class of personal interest. Asking questions based around this could also give you a heads up on their schedule, and there may be a slot in there for you! Use the information you learned of their weekend, then wish them well on their events.
- **Set a date and time for a next meeting/event.**
A nice trick is to write the day and time at the back of the card. If there's no space for a meeting, next would be to see if you both could get on a call. *"Would it be ok if I give you a call on Tuesday?"*
This is a comfortable second approach, and most of the time, people are happy to connect.
- **The "We'll see where it goes" attitude.**
Although it should be natural, it's important to mention this tip. It is imperative not to attach expectations or invest heavy feelings into a connection. Once again, we do not want to promote desperation for our own personal brand, or to any potential connection. *Wherever the connection goes, is wherever the connection goes.* The more people you talk to, the less tension you'll have about potential collaborations because your diary would be full!

- **On the Call or at Meeting: Reposition first, ask about the weekend, then proceed to business.**

Your contact may have spoken to many people during the networking event, so don't think that they have to remember who you are. Reposition yourself, and briefly remind your new friend of a moment or how you met.

Remember to ask them how their weekend went. If you have the memory, try to ask them a specific question like *"How did your cousin's birthday go?"*. This will show a level of personal interest and care. Your new connection will surely be impressed that you cared enough to remember.

After this very quick and polite order of pleasantries are carried out, then you can proceed onto the core matter of the call. ***It's now time to get down to business!***

- **Business is all you!**

This particular book is not about business but about Networking, so this part I must leave up to you. Remember to just be yourself, and be courteous whether it goes the way you want or not. Good luck!

Next we are going to look at the personal Mindset behind networking. Let's look deeper into the war we may have within, that may be stopping us from networking successfully.

Step 4: What people think of you... What you think of people... What you think of you...

Up to this point, you have received a lot of information. Well done for getting this far, and please start setting up your plans for your next Networking event! Implement these strategies, and success awaits!

Next, we are going to take a step back and discuss the subjects listed in the chapter title. These subjects have massive impacts on why we may excel or not in our networking ventures. Gaining that confidence to walk into a room, and work it like you've never worked it before, requires training of the Mind and of Self.

Remember I shared my previous limiting beliefs in chapter one? For me personally it was my **Confidence within my Message**, and also doubt in my **Worthiness of being heard**.

In this chapter, we are going to do an exercise that will come in handy for you for years to come. If practised and used correctly, the power of this exercise can potentially bring your networking to new heights.

First we must Identify the issue that we may have, in this regard. Which out of the three options do you struggle with more?

Is it... **What people think of you? What you think of people?** Or is it, **what you think of you?**

Questions **1** and **3** go hand in hand. Odds are that if you have a negative feeling of what people think of you, then it must connect down the line, to what you think of yourself. It is this reason why for the purpose of this exercise, we will use them in conjunction with one another.

Now for those that are more aligned with question number **2**. Trust is a major factor here, in what you believe these groups of individuals can provide for you, on a personal and business level. I suggest that if this is the case, that you look at the core values of your persona and of your business.

Do they match with the environment you are networking in? Are the sacrifices you're taking with meeting these people only superficial, or does it require you to shift your core belief systems? In this exercise, question 2 will be worked on individually, and separate from the others. Let's move on to the exercise.

Exercise:

Questions 1 & 3- Take out a notebook, or a page of A4 paper. Write half a page on your own personal success story! Now many of you believe that you don't have one. I'm going to show you that you do.

"I don't think people take me seriously when I express my ideas." If you felt this way for example, does this not connect down the line to the confidence you may be having within yourself?

What I'd like you to do is write a half a page about your success story! What you have been through... What you have overcome... What you're looking forward to in the future for you and your business/projects. Be creative, express yourself, and do it with a smile!

"I don't think people take me seriously when I express my ideas." No this does not sound like a success story when you look at it this way, but when you change your perspective... It's amazing what you can see! Let's take a look.

"I have many bright ideas, and now I'm ready for them to be heard." Do you see the difference with this perspective? From this standpoint, change is definitely on the way. This is a success story! Take this inspiration and challenge yourself to showing yourself love. You deserve it!

Question 2- This question leans into your trust and belief in others. It is important to tackle this head on, as it will affect your networking and possible opportunities for the future. Opening up isn't easy, especially with issues of trust. Let's get to the exercise, and I'll show you the technique we'll use this time, to find our solution.

Again this is about writing your success story, but now from a different perspective. Check out the following example.

"As a kid growing up, I went through racial abuse at my school on a daily basis."

This unfortunately, is a true story of mine, and definitely wasn't one of the highlights of my life. But now I will show you that even though this was a hard time in my life, it was also part of my amazing success story!

"As a kid, I learned how strong I really am. Racial abuse was a worthy foe, but I'm still here and those days are but a short memory in the distance.

It hasn't closed me up, but done the exact opposite. Now I have more compassion, and now I have a lot more to offer the world from the invaluable lessons I was blessed with at that time. Trust is a challenge, and will also be my strength. I am blessed!"

Do you see the change? Do you see the shift in energy and perspective? Instead of running from this bad experience, I later went on to live in 10 different countries, promoting equality and diversity around the world!

Please take the time to dig deep, and find a place where you know you'll need to grow from.

Now turn your situation around into your success story!

The next step- Once your success story is complete, print it out or keep the original with you at all times. You can put it in your bag, your wallet, your coat etc...

Create a new habit of pulling it out and reading your success story before every Networking event. Read it with conviction and faith! Soon you will believe the truth which is your success story, and your confidence will lift to a higher level in its natural form.

Create this new habit and begin to believe, because you are worth it! What people think of you... What you think of people... And most importantly.... What you think of you!

Step 5: How to Exit a Group

So far I've taken you through a journey of how to capture opportunity, how to introduce and position yourself whilst networking, questions to ask, and how to deal with your networking connections.

It is now time to go back to the Social Positioning of the groups. I've told you how to get into a group, but not how do you exit a group!?

Have you ever felt the pressure of wanting to leave the group but can't? Have you ever felt trapped and held down by a group, but really wanting to work the room more? Are you missing out on a ton of opportunities, because you stay in a group for too long? This chapter is for you. Let's get to it!

The way you leave a conversation or a group, shows others a lot about your character and spirals into the way you're treated the next time you connect with them.

There are **3 points** to remember when exiting a conversation or group.

Timing, Circumstance, and Reason.

- **Timing-** *So when is the best time to exit the group?* The answer is anytime, when your networking skills become elite. But for people that are growing in confidence, the best time to exit comes at the end or change in conversation topic. Here is an example, in a group of 4. We will act as person **number 3** in bold.

1- "So what's you guys' favorite food? I think it's Indian food for me."

2- "I agree... Love Indian food."

3- "I think Italian for me."

4- "Thai... Definitely Thai."

2- "Interesting... I was in Thailand a few months ago. Beautiful country!"

1- "Yeah It's on my bucket list. I want to see the Elephants."

4- "Beware of the badly treated animals though. There are good sanctuaries, I'd do a little research before going."

3- Great time to plan an exit!

Above you see that conversation changed from food into countries and animals. A change of topic like this in conversation, is a great indicator on when it's the best time to plan your exit. Read on to find out more about the 3 steps and the finally the way in which we'll exit.

- **Circumstance-** The nature and context of conversations whilst networking, paints a big picture of depth and nuances. If someone did bring up one of the two topics to stay away from (*Religion + Politics*) or similar subjects, then the circumstance can be crucial on when to exit the group. Here's another example of this in the conversation on the next page.

- 1- "Brexit is a great thing, and it will help the nation."
 - 2- "Nah... Look at what it's done to us already. It's been a total mess!"
 - 3- "I don't know what to think really. (Keeping Civil)"**
 - 4- "Well I recently got laid off from my job, through the uncertainty of Brexit. It's been really hard on me and my family!"
- 3- Must wait, because of sensitivity to job loss and family struggles**

- 1- "I'm sorry to hear that. I'm sure a lot of that has been going on, and that Brexit needs to be sorted so we can move on as a country."
 - 2- "Same here, sorry to hear that. These politicians do not care about us at all."
 - 3- "Yeah that's harsh. How are you and the family getting on now though? (Well played, and shifted away from the troubling topic.)"**
 - 4- "Thanks for your concern guys, but yes we've been doing much better actually. Hopefully I make some connections tonight to keep moving forward with my business."
- 3- Great time to plan an exit!**

Ok so in this conversation, Brexit has been pulled up. Our first response was neutral, which is ok if you have no interest or gains from showing your bias in this topic. When job loss and family struggles arose in conversation, the circumstances of leaving the group at that instant would have been heartless and inconsiderate.

Finally we come off topic but also show our compassion, by our next reply in the conversation. This leads to a topic change that is turning to business and good fortune. From this circumstance, planning your exit then would be the best strategy, if it was your desire to.

- **Reason-** This is the final stage to exiting the group. The group most times, will be consciously or unconsciously expecting a reason as to why you are excusing yourself. The most popular excuses are:

- 1- *Got to go to the Bathroom.*
- 2- *Will go and get more food.*
- 3- *Will go and get a drink.*

These popular reasons, although very useful at times, do not separate you from the crowd and leave a lasting impression on your group.

The top reason I use most times is simple... It's simply the **Truth!**

In my personal experience the most popular reason for my exit from a group is my **desire to work the room more, and meet more people**. Let's face it... That is the primary reason why we are there! Check out my equation below for the '*Perfect Exit*'

Add Value x Reason x Open Invitation= Perfect Exit

By using the *Perfect Exit* equation above, you now have your way out. Next I'll show you an example of how to use the Perfect Exit equation, using the reason of **Truth**. Let's draw on one of our previous conversations to aid us in this endeavour.

1- "So what's you guys' favorite food? I think it's Indian food for me."

2- "I agree... Love Indian food."

3- **"I think Italian for me."**

4- "Thai... Definitely Thai."

2- "Interesting... I was in Thailand a few months ago. Beautiful country!"

1- "Yeah It's on my bucket list. I want to see the Elephants."

4- "Beware of the badly treated animals. There are good sanctuaries though... I'd do a little research before going."

3- **"Elephants are awesome, and I definitely agree on doing some research. The Thai government website has great resources you should check out. Guys, I'm just going to get around the room a bit and catch up with some contacts. I should still be around for a while, so If you want to connect, let me know."**

That's it! The breakdown of the *Perfect Exit* equation in this instance, is as follows:

Add Value x Reason x Open Invitation= Perfect Exit

Add Value- **Elephants are awesome, and I definitely agree about doing some research. The Thai government website has great resources you should check out.**

Reason- **Guys, I'm just going to get around the room a bit and catch up with some contacts. (Truth)**

Open invitation- **I should still be around for a while, so If you want to connect let me know."**

From there an exit is well timed and thought through, leaving your group satisfied as well as yourself. Use this formula next time you find yourself in this sticky situation. ***Exit with class!***

There you go! We have now completed your full guide on how to succeed in networking. I admit it can be a lot of information to take in, but if you put these tips into practise you'll be creating new connections in no time!

Lastly I'll go into my final thoughts with some closing tips for our networking adventures!

Final Thoughts

Fear!... Let's just get straight to it shall we? ***Fear of Rejection!***

This is what will stop us from many things in life, and at times even stop our journey before it has even begun. The fear of rejection is something that most of us need to overcome, in order to make that next move of calling and following up with our new contacts.

By now you have the contact that you wanted and you are looking at their number in your phone, thinking of pressing the green dial button. ***What are you afraid of?... Are you afraid that something will go wrong? Or maybe that you and the contact are not a match in the end?***

We all have these questions in our head at one time or another. Do you want to know the best way to defeat that feeling?

Be of service! When you are in a position of service, your output starts to become about the person on the other side of the line. If you take a look at all the questions above, what do they all have in common? Those questions are all about ***YOU!***

When you turn your energy and intention towards the person you are trying to connect with and their needs, you'll soon be relieved from ***Fear of Rejection.***

Afterall, *what is the meaning of a business?* ***Business is all about having a solution to a problem... So be the solution!*** Think about that when you're about to call your contact and listen to what they have to say. In the end you may not be a match for them, but your solution based attitude will soon become your *trademark and the culture of your business.* ***You can not put a price on that!*** Legend of your supporting and selfless style will spread around the community in no time!

Also remember if they are not a match, maybe they know someone who is. After that call they would be more than happy to recommend you and your business to anyone!

The final lesson is this... Curb your *Fear of Rejection!* Your journey is always taking new turns, and you'll always be a student of any game. ***Remember that you are always only one contact away from bettering your life and most importantly through great business or friendship, someone else's!***

Keep communicating and network with pride! You are a champion and you have what it takes to work any room!

Get out there and enjoy the ride!

Maximillion Simon

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