



# How To Build and Maintain a Powerful Professional Network

**Eugenia Vega-Montesino**

- Introduction
- What is Networking
- Why, Who, Where to Network
- How to Build a Powerful Network
- How to Maintain It
- Q&A

# Session

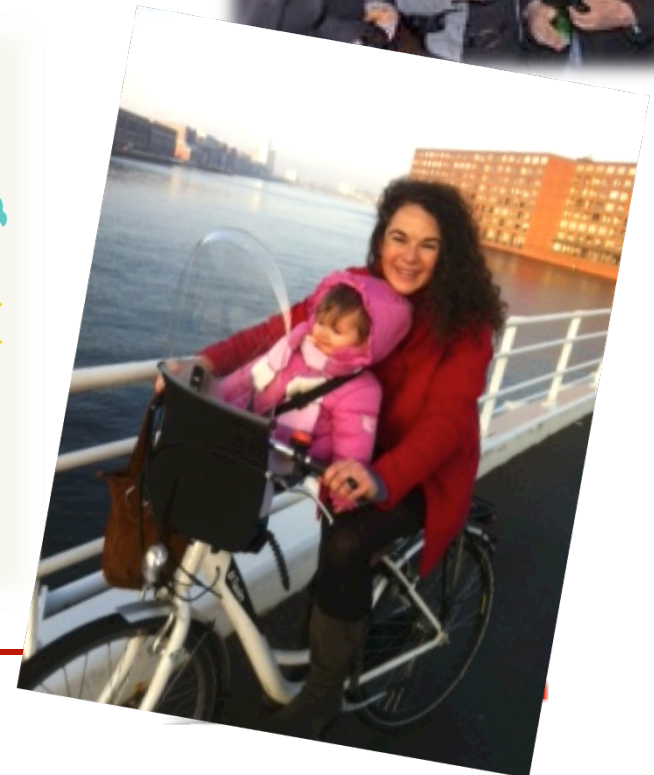
---

"Networking is simply the development of mutually beneficial relationships"

"Networking is the process of building relationships before you need them"

**Network = Relationships = TRUST**

# What



## IT IS NOT ABOUT...

- What You Know...but Who You Know...

## IT IS ABOUT...

- Who Knows You & Who Knows What You Know

# What

- Meeting People, Mutual Benefit
- Business Opportunities, Employment
- Learn from Others, Inspiration
- Promote Yourself
- Belonging

# Why

---



# Who



# Where



## Exercise 1 - ELEVATOR PITCH 30 seconds

- Who You Are
- What You Do
- How Do You Contribute and To Whom

### Example:

*I am Patty Smith, Personal Chef. "I create delicious, healthy meals for busy executives that have no time to cook."*

## AT EVENTS (DO's)

- Define, Research, Goals
- Quality Business Card
- Go on Your Own, Mingle
- Be Positive and Professional
- Take Initiative, Include Others

# How

- Build Rapport

- Be Interested, Find Common Ground
- Be Present, Listen
- Every person is:

**Like All Other People**

**Like Some Other People**

**Like No Other Person**

- Positive Language, Match Words, Tonality
- Body Language, SMILE

# How

- See How You Can Help
- Be Yourself
- Say What You Want/Need
- Make Sure You Get Contact Details!

**Which Are Your Biggest Challenges When Meeting Others?**

**How**

## ONLINE (DO's)

- Optimize Your Linkedin Profile!
- Search For Relevant Contacts
- Join Groups Of Interest – Show Expertise!
- Facebook And Other Social Platforms
- Share Relevant Content

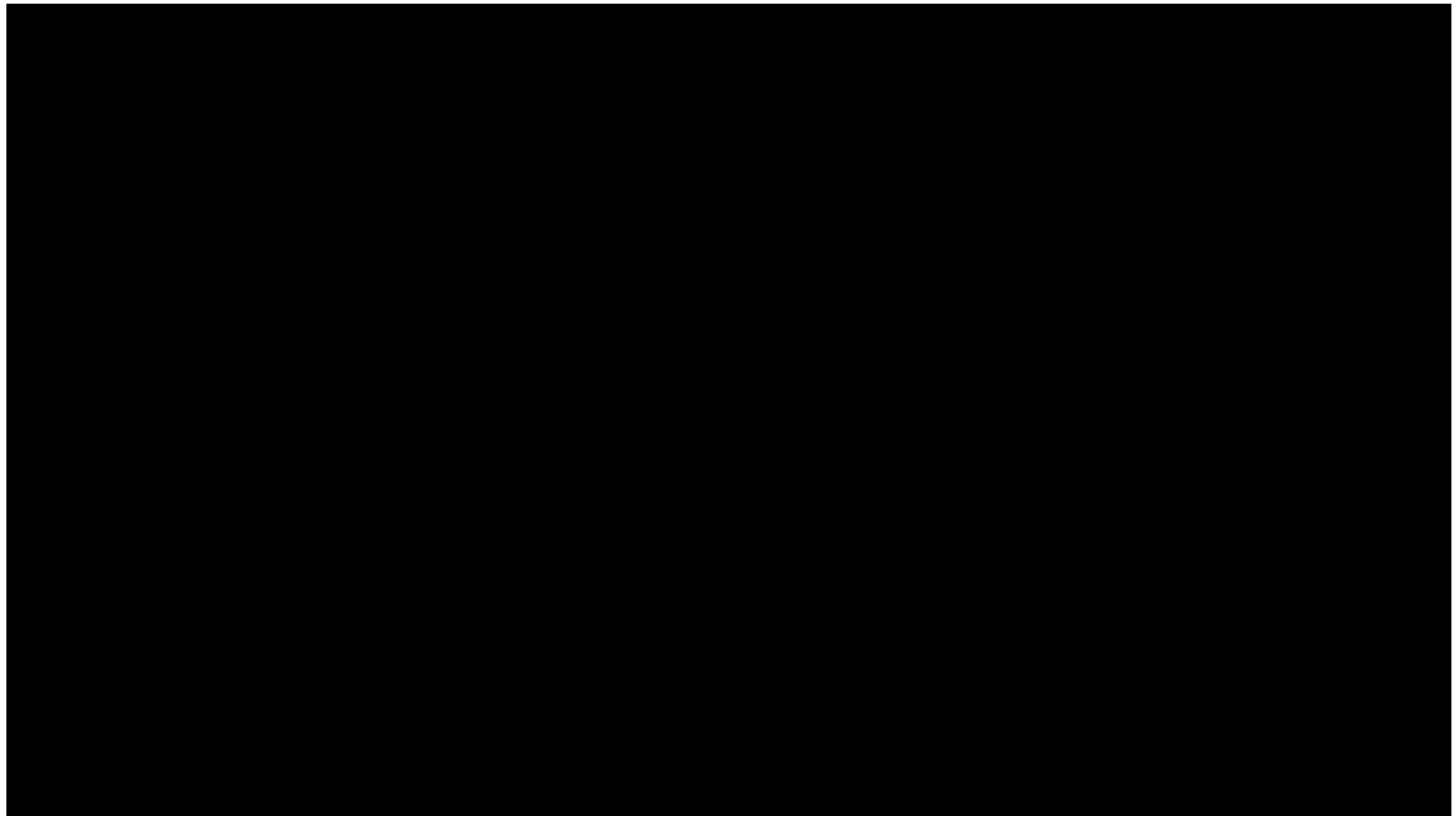
# Social Media

- Follow up by a personalized e-mail or call
- Always Do What You Agreed
- Offer Help for Future Needs, Connect
- Thank People, Respond Timely
- Remind People About Your Objectives
- Participate in their Events, Share Leisure

# Maintain

---





**Source:** Seth Godin on Social Media – [Innerpreneurring.com](http://Innerpreneurring.com)

# Video

# Which Are Your Biggest Challenges When Meeting Others?



## Q&A



Thank You For Your Attention!

Feedback? E-mail me\* at: [eugenia@conquistacoach.com](mailto:eugenia@conquistacoach.com)

*\* (I always reply!)*