

WELCOME ***TO*** ***Career Prospectors***

“We are all faced with a series of great opportunities brilliantly disguised as impossible situations.”

Charles Swindoll
1934-
Founder of Insight for Living



Networking Reality:

Ready, Fire, Aim?

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Rate Your Networking Results

- Number of meetings/week?
- Typical audiences?
- Do you *maximize the* benefits from networking meetings?
- Could your results be more efficient and effective?



Typical Networking Scenarios

- Meet lots of people
- Activity oriented
- Good elevator pitch, but no real help
- Frustrated with how best to maximize the benefits of networking (for me and others)
- Should I continue to attend?
- How can I improve my results?



Improve Your Results

1. Allow others to better assist you with leads, ***referrals & connections***
2. ***Invest*** time to develop a “networking relationship” to benefit you and others





Ready, Aim, Fire

Improve Networking Results

Focus on your Target(s)

Building your Targets/Marketing Plan

LinkedIn Tips

HOW?

- Hold back the resume when networking
- Utilize a “Handbill”, “Marketing Plan”, “Transition Plan”, “Professional Profile” or “Me At A Glance”
 - **Summary that’s not too formal**
 - A format so others can better grasp **your background**
 - **What you are looking for**
 - **Specific target** companies or entities where you need or want a name, connection or referral
 - A tangible document which leads to **better follow-up and traction**

Handbill Format

- Contact info
- Definition of who you are and some past key accomplishments
- Experience Overview
 - Companies, Industries, Position Titles
- Define target locations, positions, companies
- Where you wish to go for your next adventure!
- Asking for assistance...not a job!

One page and the back of page if need more room

Sample Handbills

- Template
- Other's
- Gene's

Questions?

*In a moment, we will show how to build your
target list*



Improve Your Results

- ***Investing*** time when networking
- ***Focus***
- ***Quality*** is as important than quantity



Networking Tips

- Attend networking meetings
 - Look for unique opportunities to network (trade shows, associations, etc.)
- In each meeting, identify a few individuals for follow-up (*)
- Call & invite for coffee or breakfast
- Become more acquainted, ask questions, gather more info, form a “relationship”
- Then, talk to and review your “Marketing Plan”
- *Now, your contact info transforms into referrals and valuable connections!*
- *And, you could be “paying it forward”, too!*

Summary

- Invest time when networking
 - Better Focus and Results
 - Create Relationships, Not Just Contacts
- Seriously consider developing a handbill, marketing, transition plan or profile
 - Reduces use of the word “RESUME”
 - Not just “looking for a job”
 - Recaps the past.... **More focus on the future**
 - Identifies targets so others can help
- Update your plan weekly!

Questions?



Target Identification Process

- Access to Public Library?
- Reference USA Database – Free*
- Search for Target Companies:
 - SIC Codes
 - Business Type
 - Location or Distance
 - Size
 - Etc.

* *Download 25 at a time*

Target ID Process

- Determine targets for your situation
- Research to filter & confirm best targets*
- Add to your handbill or marketing plan

**Consider "LinkedIn" to identify more targets and connections*

Words of caution:

- Some Reference USA Data is out of date
- Keep the focus on your targets and competition
- Avoid distraction...go for quality over quantity



Steps

- Login to Reference USA
- Select US Businesses
- “Custom Search”
- Review and Select Criteria
 - “Business Type” using key words, then enter SIC Codes
 - “Geography” Options
 - “Business Size” (EE’s or Sales \$\$\$)
 - “Ownership” Options
- Revise Criteria as Needed, then “Update Count”
- “View Results”
- Analyze List
 - Review “Details” & Select Which Ones to Download
 - “Download” 25 at a time to Spreadsheet
- Research to Refine List to Desired Quantity and Targets

Questions?



LinkedIn Tips Handout

- Expand your network
- LinkedIn Signal - monitor conversations
- Find contacts and networking oppty's in your field
- How to be found by recruiters on LinkedIn
- Bonus: Use Twitter to find fresh and maybe “not yet posted” job postings

Questions?

***Thank You,
Again!***

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