



## Networking Funnel

Start

### Who Do I Know?

- LinkedIn connections
- Friends, family, neighbors
- Teachers, coaches, mentors
- Colleagues, classmates, partners

### Prune the List

- Mavens (instant credibility)
- Connecters (know everyone)
- Decision authority (proximity)
- KLT (know, like, trust)

### Apply Business Development Criteria

- Market conditions
- Ease of access
- Value proposition
- Pain-solution match

### Apply Strength/Purpose Priority Matrix

- Workplace culture fit
- Meaningful work
- Part of a team
- Appropriate compensation

### Selective and Personalized Coordination of Conversations

- Force rank sequence of contacts
- Customize method of contact (personal visit, phone, e-mail)
- Venue (call, coffee, meal, outing, drinks)
- Outcome log

### Networking 101

- Learning focus (How are YOU?)
- Listen, listen, listen and identify pain points
- How can WE enhance each other's circles?
- Follow-up etiquette (grow the relationship)

Finish

**High impact contacts most likely to mutually grow business activity**