

# Networking: The Art of Building Relationships

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## Today's Presenters

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## Today's Poll

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What is your best method for networking?

- Attending events
- Getting referrals
- Using social media
- Having in-person meetings
- Making cold calls or mailing to purchased lists
- Other (*note in the chat box*)



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## CERC Mission

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CERC is a public-private partnership that drives economic development in Connecticut by providing research-based data, planning and implementation strategies to foster business formation, recruitment and growth.



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## CERC Offerings

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- Objective research and data to analyze issues at the local, state, national and global levels
- Comprehensive, results-driven marketing to enhance economic development initiatives
- Knowledge and expertise to help build local capacity
- Resources and activities to promote Connecticut as a premier business location



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## The Art of Networking

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- Create mutually beneficial opportunities – but help others before they help you!
- People like to do business with those they trust – and it's more enjoyable to do work with real relationships!
- Listen more – and find the connection points.
- Networking can offer an efficient process to grow your business – but be sure to follow through and follow up!



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## Building Relationships

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- KARE (a Sandler tool)
- Characteristics/qualities
- Outcomes



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## Leverage Opportunities

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- Partnerships
- Competitors
- Groups
- Events
- LinkedIn
- Referrals



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## Artful Tips

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- Be likeable and stay likeable
- Always read news – at least the headlines
- Take the first step
- Follow through and follow up



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## Real World Examples

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- Ourselves!
- CCM
- CT Nonprofit Alliance
- Travelers



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*Thank you!*

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