

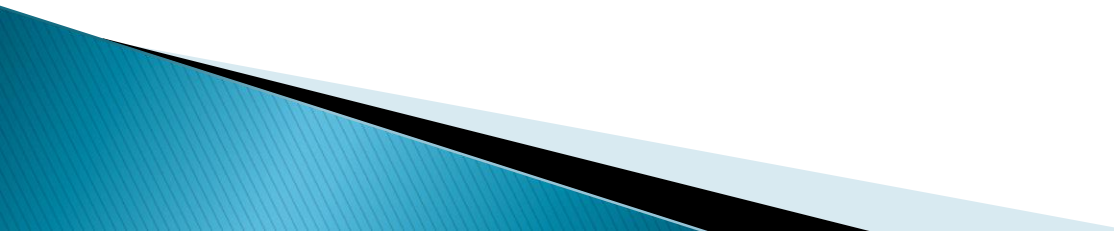
Structured Networking

▶ Hal Hassall

- halhassall@gmail.com
- [LinkedIn.com/in/halhassall](https://www.linkedin.com/in/halhassall)

Structured Networking

Objectives:

1. Learn or enhance an vital skill
 2. Demystify a vague and icky process
 3. Equip you for action starting tomorrow
- 





Job Search Techniques

Passive

- Submit Applications
- Send Résumés
- Attend Job Fairs & Events
- Search Job Sites
- Work with Recruiter

Active

- Start or Buy a Business
- Cold Call Strangers
- Network with Business or Social Contacts

Structured Networking

Why Do It?

- Discover the Hidden Job Market
- Bridge the connection gap
- Gain expert advice
- Outdistance your competition

The result, getting to work faster

Structured Networking

IS NOT

- Practice interview
- Information gathering
- Asking for a job
- Shooting the breeze

IS

- Business meeting
- Exchange of information
- Concise & well managed
- Has a point!

Structured Networking

- ▶ Has distinct phases & purposes



Sounding Board

Practice on Friends

Structured Networking

- ▶ Has distinct phases & purposes

Sounding Board

Prospecting

Meet Friends of Friends

Structured Networking

- ▶ Has distinct phases & purposes

Sounding Board

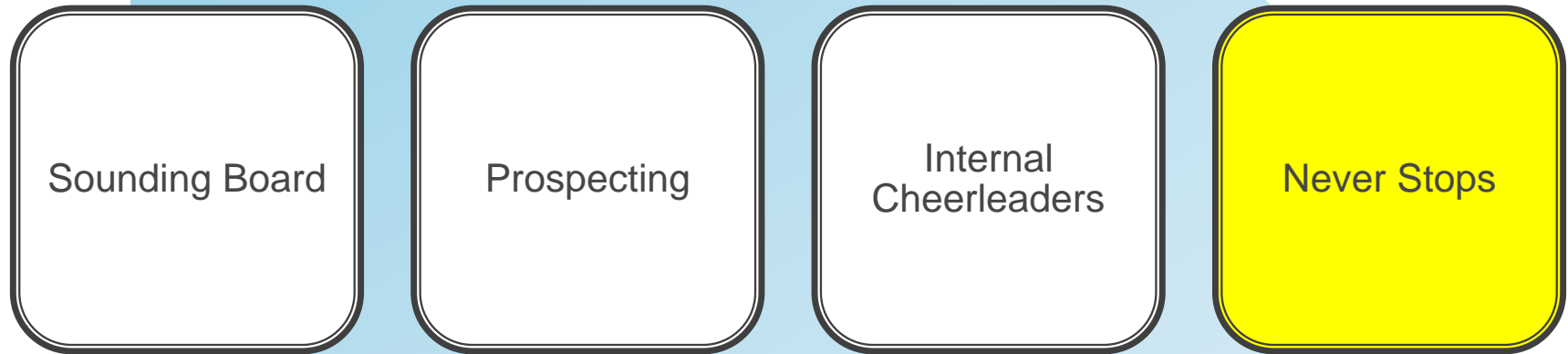
Prospecting

Internal
Cheerleaders

Fire-up Your Insiders

Structured Networking

- ▶ Has distinct phases & purposes



Build your professional capital

Structured Networking

- ▶ Each networking meeting has 3 important parts

Build Rapport

- Build a new friendship
- Learn about them
- Ask smart questions

Elevator Pitch

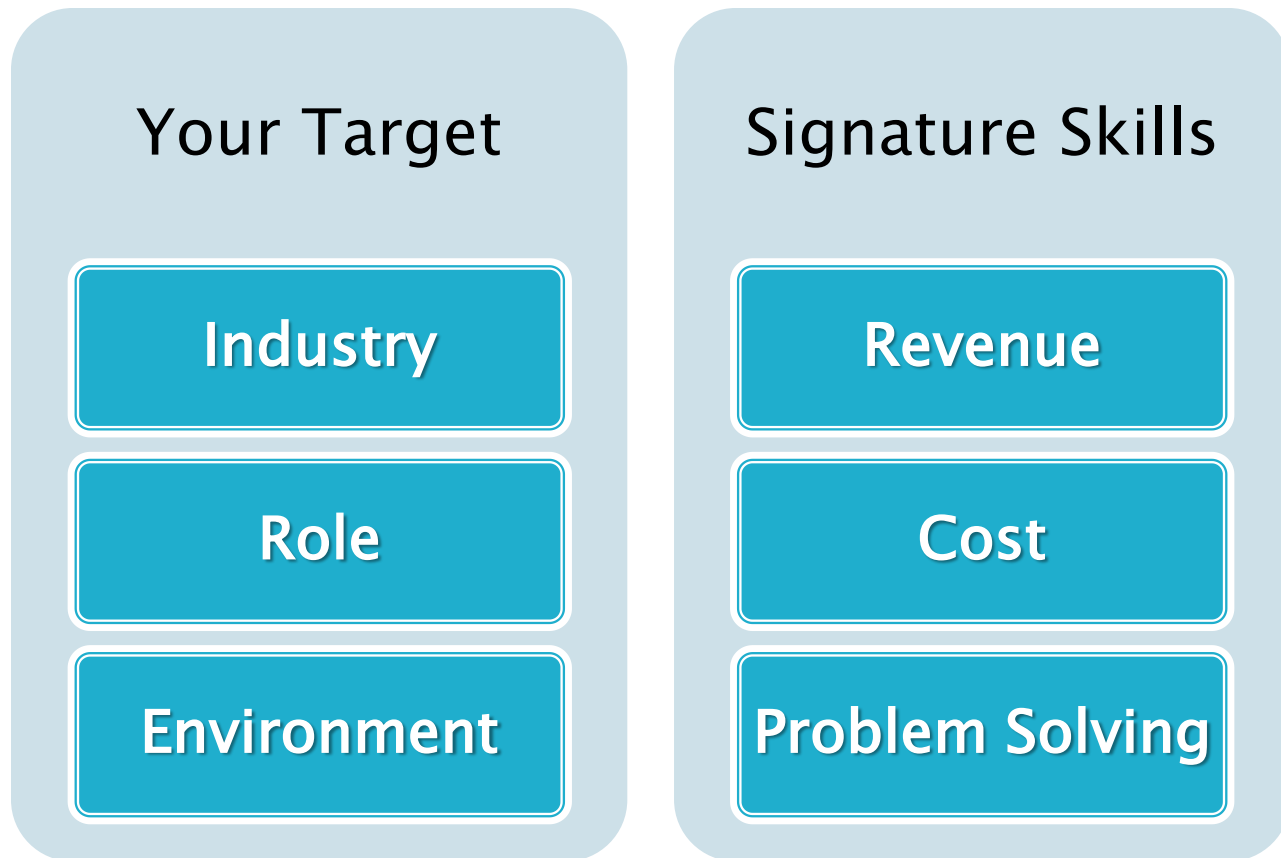
- Very brief backgrounder
- Explain “What I want to do next!”

Key Questions

- What would you do if you were me?
- Who should I meet next?
- How do you know them?
- How do I reach them?
- How may I help you?

Structured Networking

- ▶ Clearly summarizes your desired role in 6 minutes



Structured Networking

▶ After the Meeting

Record Information

- Add to your database
- Score prospects
- Collect missing data

Follow-ups

- Thank You Note or email
- Report-in every few weeks or months

Set Next

Appointments

- Repeat process
- Strive for 3 per day

Getting the Appointment

Hello Alex. I know that you're busy but I could use your advice. I met with Jon Doe recently and he reminded me that I should touch base with you for some insight on where best to search for sales and marketing consulting work. Would you be willing to share a few minutes at your office or grab coffee with me soon?

I am wrapping a long-term consulting project out of state and am interested in identifying new opportunities here in town. I am targeting technology or digitally-focused firms for which I can provide fresh eyes and deep experience in marketing and sales to achieve business growth and drive profitability.

I would value your unique perspective and appreciate hearing your thoughts on who I should meet. Please let me know if we can schedule a quick chat sometime next week (week of September 18)? I'd be happy to pop by your office to meet you for coffee. Thoughts?

Following Up

Good afternoon Travis, Thanks for investing some time with me Friday. I thoroughly enjoyed getting to know you a bit more, learning about your work with the ABC Co. and hearing your insights on providing fractional executive leadership. Thanks for the suggestion to connect with John Doe and Jane Smith at XYZ Corp.

As we discussed, I focus on delivering results for clients and investors across multiple industries where I can bring fresh eyes and gray hair experience to help achieve business growth and drive profitability quickly as a “fractional CMO”. I’m concentrating my search for organizations where disruptive technology is creating pain or opportunity and a little help on a project or as an interim team member can make a difference.

Thanks again for your insights and assistance. As you think of people I should meet, let me know and I’ll be delighted to go see them. Also attached is copy of my résumé to share.

Money-back Guaranteed Golden Script—Referred Call

Hi Jane, this is Hal Hassall...

*My friend, **John Doe** suggested that I **call you** immediately...*

*I am making a career change and **John felt** that you might be willing to share your insight...*

*I know what I want to do and how, but simply need to **understand where best to look** for these opportunities in the ecommerce and digital media industry...*

*May I come see you for **15 or 20 minutes this week** to learn your thoughts?...*

*Please give me a call **at the office** 615-555-1212 so that we can schedule a time that works for you... **Thanks again!***

