



Building a Company of Rainmakers

Tim Klabunde
Director of Marketing
William H. Gordon Associates, Inc.



Outline

- The Key to Building a Company of Rainmakers
- Changing Corporate Culture
 - Educate & Encourage
 - 15 Minute Break -
 - Define Expectations
 - Acknowledge & Celebrate Success
 - Reward Success



Meeting your table

- Take a minute to write down who you are outside of work. You can define yourself based on your family, talents, skills, hopes, dreams, religion, etc...anything except work
- Introductions...





Meeting your table

- Different from how most people introduce themselves
- Results:
 - More fun/interesting for everyone
 - Opens conversation flow
- The key is learning to be yourself and connect with others on a personal level rather than on a “work” level





The Key to Building a Company of Rainmakers is Networking

- Relationships are the foundation of networking
- Everyone has a God-given instinct to develop relationships
- Most people find networking to be difficult
 - Most people haven't experienced success
 - Most people think you have to be an extrovert to network
- The system most people use to "Network" is flawed
- Unlocking the power of networking will build a company of Rainmakers



What Networking IS NOT

- Most people think networking is:
 - Asking people you know to help you get business
 - Going to association events
 - Using your friends to get business
 - Calling people on the phone





What Networking IS NOT

- Flawed approaches to “networking”
You may have seen others in your company try these approaches:
 - The “**Business Card**” approach
 - The “**Salesman**” approach
 - The “**Network with others from your company**” approach
 - The “**Arrive late, leave early**” approach
 - The “**Observer**” approach



What Networking IS

- Networking is helping other people
- The Networking Question:
“What can I do to help this person”
- Why it works:
 - Creates a mutually beneficial relationship where people want to help each other
 - Networking creates a sense of urgency to return help that is received
 - Irrelevant if you are an introvert or extravert, everyone can help someone else



Examples of How To Help

- Provide Timely Information
- Make Introductions
- Refer!
- Share Ideas and Advice
- Help them succeed

Whatever you can do to make their life easier



Networking is an Every-Day Occurrence

- Networking happens:
 - During phone calls
 - At project meetings
 - At association meetings
 - Following up from association meetings
 - Not just a “work thing”
(kid’s soccer field, church, gym)





Principals of Effective Networking

- Principle 1 – Help because you want to, not because you want something
 - “What have you done for me lately?” is the WRONG approach
 - Undermines the relationship
 - It is OK to call for help
 - *“Successful people are always looking for opportunities to help others. Unsuccessful people are always asking, “What’s in it for me?” - Brian Tracy*



Principals of Effective Networking

- Principle 2 – Listen and look for leads...
...for someone else
 - Help your client and build your network by referring
 - Copy or forward the reference to your contact



Principals of Effective Networking

- Principle 3 – Select a “Hot-List” of people to network with
 - Same circle of influence
 - People that understand how networking works
 - Consistency within the group will develop strong mutually beneficial relationships



Principals of Effective Networking

- Principle 4 – Say “Thank You”
 - A simple “thanks” goes a long way
 - A bottle of wine, champagne, or a card
 - A “thank you” lunch



Principals of Effective Networking

- Principle 5 – You must build trust to build a relationship
 - People help people, not companies
 - Make certain your contact gets the credit
 - Confidentiality: Do I have an obligation (implied or legal) to keep it confidential?



Principals of Effective Networking

- Principle 6 - Consistency yields RESULTS
 - The purpose of a “Hot-List” is to have core people you can consistently network with
 - Helping one person once doesn’t get the job done (Don’t expect instant results)



Principals of Effective Networking

- Principle 7 - Consistency makes it EASY
 - Stick to a selective list of associations and go ALL THE TIME
 - Getting involved in committees develops a baseline of relationships by working together



Be both Broad and Focused When Networking

- Your network should be broad
 - You should network with everyone everyday
 - Opens new doors
- But.. Your network should also be focused
 - Develop a “Hot-List” of 10 to 20 people
 - Focusing on a handful of people allows you to build a group of core/strong networking relationships





Common Hurdles with Networking

- "I don't have the time"
- Motivation
- "I'll leave networking to the extroverts"
 - If you understand the principals of networking, the introvert will always outperform an extrovert that lacks focus

The "Snowball" Theory of Networking

- Starting to network is not easy
- Networking "snowballs" if you consistently apply yourself



Changing Corporate Culture

- Educate and Encourage
- Define Expectations
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Building a Rainmaking Culture

- Educate and Encourage
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Implement a Company-Wide Training Program

- Break down the barriers that keep employees from reaching their potential
- Develop a company culture that fosters the development of relationships

The Keys:

1. *Develop training that focuses on the basics*
2. *Identify your rainmakers and focus with one-on-one attention*



Develop Training that Focuses on the Basics

- Everyone plays a role in business development
- Training gets everyone on the same sheet of music
- Initiate a company wide training program that answers everyone's questions
- Simple Questions, Simple Answers...





“I Don’t Know ANYONE” Survival Basics

- No pressure, you are only there to
HELP OTHER PEOPLE
- Put your shoulders back and act confident
 - Confidence and enthusiasm attract other people, the inverse is also true
- Stand at a table where people can put down their glass



“I Don’t Know ANYONE” Survival Basics

- Network with another person you know, work together to meet others
- Do your research
- Remember that repetition yields recognition

Do NOT avoid the networking time by showing up late and leaving early. This type of “networking” is simply an exercise in planned failure.



How to Break the Ice

- Start with “What can I do to help this person?”
- In a group setting, look for the obvious (company name, clothing, shoes, etc.)
- Ask questions
 - “This is my first time at this event, how long have you been a part of the association?”
- Open a discussion about a mutual area of interest
 - Often the topic of the meeting or seminar will work as a great conversation starter



What NOT to Do or Say

- You are not a salesperson, so do not sell
- Do not give someone that you just meet a brochure, it will make you look like a salesperson rather than a future friend
 - Tip: Use your brochure as an excuse to follow-up.
- Name dropping is OK, but don't do it in excess
- Talking about the traffic or weather is OK, but it is a conversation killer if it goes longer than 45 seconds



What TO DO or Say

- Listen for their name and use it after 1 minute of conversation
- Stray away from “business” quickly in your conversation
- Come prepared with three stories (children, vacation, social, etc.); stories provide interest and usually lead to follow-up questions and discussion
- Make certain you are having a two way conversation



Help Them NOW

- Can you make an introduction to someone else?
(Especially if in a group setting)
- Can you offer to do something tomorrow?
 - A sure way to build a terrible reputation is to not follow-up
 - Others remember if you are “flaky”





Walk Away with a Reason to Reconnect

- Recap what you are going to do for them just prior to ending your conversation
- They will not believe you
 - It is not that they don't trust you, it is simply that most people fail in the follow-up, even if they have the best of intentions
- They will remember that you are reliable if you follow through



When You Follow-Up

- Refer back to how you met
- Personalize your message, refer back to your shared connection points





Why Should I Network?

1. Networking is about YOU
2. It makes your life easier as others work to help you just as you have helped them
3. Finally:

Last Laid Off , First Promoted



Identify your Rainmakers

- 10% of your employees will almost always bring in 90% of the work
- Focus one-on-one attention on these individuals
- Your position in the firm does not matter, success will be a result of these individuals



Group - Your Company Training Program

- 5 minute discussions
- How does your company train in the areas of business development, marketing, and networking?
- Who is trained, everyone or a select few?
- Lessons Learned – What strategies work, what strategies should be avoided?
- Liaison: 1 minute summary



Changing Corporate Culture

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- Reward Success

The most important of these is

Acknowledge and Celebrate Success!



Group – Case Studies

- 20 minute discussions
- The “So What” problem of Building a Company of Rainmakers
- Identify steps to changing the corporate culture
- 3 to 5 minute summary of your findings



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Tim Klabunde

Director of Marketing

William H. Gordon Associates, Inc.

4501 Daly Drive, Chantilly, VA 20151

www.whga.com

Phone: 703-263-1900

E-mail: tklabunde@whga.com

Blog & Resources: www.CofeBuz.com