



1:1 Guide for Deeper Connections

Relationships matter! Networking is about building relationship value. There is only one difference between sales appointments and 1:1's. In sales appointments, the other person is interested in your product/service. In 1:1's, the person is interested in YOU!

To grow your business by word of mouth, it begins with proactively doing 1:1s with other professionals. To perform the very best 1:1, you must "Connect" with the other person, "Serve" the other person, and "Ask" of the person.

3 Critical Components to Build a Mutually-Beneficial Relationship:

CONNECT

- Search for commonality
- Connecting with the other person allows you to Serve them
- Watch how much you talk. Allow the other person to share about themselves too!
- Start with open-ended questions. You want to spend 15 minutes on them and 15 minutes on you
- Connecting will increase your levels of "Like & Know"
- 5 topics to discuss:
 - Tell me about yourself
 - Tell me your story.
 - Tell me what you do
 - Tell me about your family
 - Tell me about your hobbies

SERVE

- Watch your time and begin to Serve them 30 minutes into your 1:1
- Be proactive and ask them "how can I help you". Be prepared to ask more discovery questions to help you be able to help them
- Have a pen and paper out (technology works too) and be ready to take notes
- Write down what you have offered to help them with
- Follow through

ASK

- Don't forget to ASK for what you want before you go your separate ways

**ConnectxServexAsk+Follow-through =
New Relationships and Unlimited Opportunities**

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How to Give and Receive Referrals

Giving

- If you have an opportunity for someone else, follow-through. When you don't, you slide backwards on the "trust" scale
- Ways to follow-through:
 - Email introduction
 - Call/communicate with the person in advance prior to having someone else call them
- Set expectations with the person that you are referring.
- Inviting the person you want to refer to a meeting with the person you want to refer them too

Receiving

- If you don't know, like, and trust the person who has a referral for you, ask them to meet up for a 1:1
- When someone follows-through and makes the referral, THANK THEM IMMEDIATELY
- Follow-through the referral that someone gave you
- Take care of the referral that someone gave you
- Set expectations with the person that referred you and follow-through with said expectations
- Communicate with the person that referred you as often as possible during the process

Pitfalls to Avoid

- Not following through with what you said you would do
- Not communicating
- Passing (texting, writing it down on paper, etc) someone information for them to call/email etc.
- Delaying referrals you have for others for too long

Intro Email you can use to refer your network

Hi (insert name), I'd like to introduce you to (insert member's name and name of business). (insert member's name) is always looking to develop relationships with people in your industry so I thought of you. (Member's name) has been in his/her industry for a while now and developing relationships is always a priority. I thought you two could meet up for coffee and see where it goes.

Can one of you reply to schedule that 1:1?

Your signature

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No requirements, No good ole boys clubs and is your local forum for sharing with others, establishing profitable relationships, mentoring others, and driving ideas into action. H7 Network is your local resource for entrepreneurial-minded business professionals to learn—and implement—new principles and processes into their businesses to grow beyond their wildest dreams.

**Join a group or start your own.
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