



Cheryl C. Jones



Intentional Networking

With guest Patti DeNucci

If **business networking** conjures images of pushy sales people shoving business cards at you over cheap wine and cheese, then **you are in for a revelation!**

Cheryl C Jones interviews **Patti DeNucci**, author of the award-winning success guide, ***The Intentional Networker Attracting Powerful Relationships, Referrals and Results in Business.***

Patti has coached work teams from high-profile organizations including, **Microsoft, HEB, Rodan + Fields, MGM Resorts** and **Hewlett Packard** to attract and experience more meaningful networking.

Patti's foundational message is, "**Networking is RELATIONSHIPS first.**"

Discover how she's turning **business networking** on its ear and how **YOU** can experience deeper, more meaningful business connections.

Summary:

The Perception

The general perception is that business networking is no fun. That it's transactional in nature. it takes too much time, it can be expensive, we don't want to field the calls and emails afterward begging for our business.

Most of us don't feel confident networking. We feel awkward, But, we also know that networking is something we "should" be doing to help increase business. We know that it can work with effort and we know **it can pay big dividends.**

New Paradigm

Patti DeNucci reveals a new definition of professional networking,

"I would define networking as making, building, and leveraging conversations and connections. Being social. Making friends. Not just seeking out what you need but being someone who also helps others find what they need. And this can happen anywhere - not just at "networking events."



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Best Venues for Successful Networking

"Networking can happen anytime, anywhere. Daily life. Walking the dog. Going to the coffee shop, grocery store, gym, park. Being part of a book club, church group. Volunteering. Serving on a committee. Anywhere. **I attracted three sizable clients from my cycling club.**"

Patti suggests **experimenting to get a feel for what you like.**

Know who you are wanting to meet, their position within the company, specific industry.

Make a list of questions for attending functions, to include:

1. Was the meeting/event well run?
2. Are the participants open and kind?
3. Are they welcoming to newcomers?
4. Was their featured guest/speaker in alignment with my thinking?

Cultivating Existing Relationships

An essential element to successful networking, is cultivating existing relationships.

DeNucci uses the **80%/20% Rule-**

"We get 80% of the energy, results, information, activity from 20% of our network / social circle / networking conversations. This helps people see where they should be focusing their energy. We are busy people - we have limited time, energy, resources. Why not focus on what's "feeding" you and your business? Don't throw out the other 80% but let it simmer on the back burner."

She suggests looking through your **existing contacts**-email, LinkedIn. Identify those 20% you find to be of most "value"-most energizing, most in alignment with you, most supportive of you in business, and friendship. Make a list of the key traits these folks possess that attract you to them. Then, keep this list in mind when you network. This will help you attract the right customers, friends and referrals.

Next, "check-in" with that list of valuable people, one conversation at a time. Send a note, or email. Call or leave a voice message.

Patti's How-To List for Reaching Out to Existing Connections:

1. Inquire about them
2. Be authentic
3. Be kind and friendly
4. Appreciate them
5. Don't sell, just plant seeds
6. Do the reaching out YOURSELF-don't have an assistant do this for you.

This type of networking "means not just constantly making new friends but staying in touch with those you already know. And not just via your mailing list or blog or social media. But actively getting in touch, say via a short "hello, how are you, what's new" phone call or email. If



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we made one of these outreach efforts a day (and I have to remind myself to do it, so I know it's not always easy) we'd definitely see and feel a positive difference in our work and lives and overall happiness."

Meeting New People

When meeting new people, or attending a business networking event, Patti offers a list of **what NOT to do**:

1. Be Transactional
2. Be Salesy
3. Be Late
4. Be Disruptive
5. Be a Black Jack Dealer. Hold your cards until you've established a connection.

She then offers a basic list of **what TO do** when meeting new people and attending a professional networking event.

1. Prepare
2. Look Your Best
3. Wear Your Most Confident Outfit
4. Ask and Answer Questions

During the preparation, **think of a few questions to ask** others, and **be prepared with YOUR answers** to your same questions. Patti says to be sure to introduce yourself first, but instead of making the interaction about **WHAT** they do, **make it more about WHO they are**. Ask questions that lead to knowing more about the **PERSON**.

Examples of opening line questions to ask when meeting someone at a business networking event:

1. What's something you're excited to be working on?
2. What's something cool happening in your life?
3. What's lighting you up?
4. Why do you love your job?
5. What brought you here?
6. Do you know anyone else here?

Patti says it's important **to be willing to share** at these events-share a compliment, a story, an article you've recently read, a blog post-any information that can be helpful to the other person in their industry or endeavor.

Patti encourages us to **talk to others who AREN'T like us** at networking events or anywhere we are meeting people. And she reminds us that opportunities are everywhere, to be gracious and kind and to be intentional in our networking. She advises us to make a mental note of 3 or less things we want to walk away with from each event, and intentionally seek those things out.



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Bottom Line

Patti DeNucci believes

-it's not how many people you know or talk to; it's the quality of your conversations and connections. -Networking is NOT about sales!!! It's about conversation, listening, getting to know people, adding value to their worlds.

Up next for Patti

Patti will be speaking at workshops and women's diversity conferences throughout 2020. She is simultaneously working on her next book centered around the topics of **conversations and connections**.

Connect with Patti

Discover more about Patti DeNucci on her website: www.IntentionalNetworker.com

"My new website will be up very soon. Join my mailing list for announcements on that, tidbits of what I'm learning as I'm writing, and to offer up your ideas, comments, stories that could make it into my new book!"

She can be reached by email:

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or

[LinkedIn: Patti DeNucci](#)

[Facebook: The Intentional Networker](#)

Take Away Tips:

- You get out what you put into your professional networking
- Build diversity into you network
- Learn about other industries so you can have conversations with those outside your profession
- Don't Judge. You never know who or what a person knows
- Opportunities are everywhere
- Be gracious and kind
- Networking is fun, but it requires practice, skill and preparation.
- Be intentional - Have a mental list of 3 (or less) things you want to walk away with

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