A Guaranteed Road to Success

“Enriching People’s Lives – One Meaningful Connection at a Time”

Society of Financial Service Professionals

Part 1 – Introduction to NetWeaving

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What are the Best Predictors of Long-Term Success in our Industry?

- High integrity and ethical standards
- Great communication skills
- Well-informed – current on everything happening in the Financial Services environment
- Creative and Resourceful
- Exceptional Service Orientation and Desire to Serve
- Exceptional Selling and Closing Skills
- Extensive network of quality contacts and resources
- Exceptional Relationship Builder
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One Other Quality Which May Be the Most Important

☑ Excellent Follow Up and Follow Through

☑ Do WHAT they say they’re going to do

☑ By WHEN they say they’re going to get it done
Relationship-Building has Taken the Place of Renewals as the most PREDICTABLE Source of FUTURE Revenue

Renewals aren’t what they used to be

- Those who don’t build great long-term relationships with their clients, friends, and centers of influence begin each year with a blank slate.

- Those who do build great long-term relationships with these groups begin each year with a slate of people who will be contacting them for business and with referrals throughout.
Relationship-Building Has Taken the Place of Renewals as the most PREDICTABLE Source of FUTURE Revenue

➢ When you build long-lasting relationships, it allows you to spend your time NetWeaving for others while still enjoying same or better income

It’s what has allowed me to donate 100% of everything associated with NetWeaving and yet still have some of my best earning years of my career.
What’s the difference between “networking” and “NetWeaving”?
It’s Really Just a Different Mindset
Networking

According to Webster’s Dictionary

Net’work’

verb. - to develop business, etc. contacts
In networking, people are listening with one pair of ears and one set of antennae...

"Can you supply me with something I need?"

"Can you be of help to me?"

It’s a natural instinct and part of human nature
The real problem with networking is the superficiality, which often lurks below the surface.
To truly be of help to someone, you have to get below the surface. That takes establishing TRUST.
The Other Real Problem with Traditional Networking

Poor Communication and Lack of Follow Through by One or Both Parties
Business Card Collecting
“grazing for leads”
Your Mindset in NetWeaving is focused on the Needs, Problems, and Opportunities of and for OTHERS
NetWeaving

According to Littell’s Dictionary

Net’Weave’

verb. - to act as a gratuitous “connector” and “resource provider” for others . . . doing so with the conviction and belief that, what goes around . . . DOES come back around.
NetWeavers learn to listen with a second pair of ears, as well as a second set of antennae...

**Networking**

"Can you supply me with something I need?"

"Can you be of help to me?"

**NetWeaving**

"Is there someone I know who would benefit from meeting this person?"

"Are there resources this person could provide some of my clients or prospects?"

"Could he/she become part of my Trusted Resource Network?"
I’ve found it very helpful to use a Jigsaw puzzle to explain what NetWeaving is all about
What almost always happens when you walk up behind someone working on a Jigsaw puzzle?
We’re all really “walking-talking jigsaw puzzles with missing pieces”

**NEEDS** that need fulfilling

**PROBLEMS** that need solving

**OPPORTUNITIES** and/or **IDEAS** that need enhancing and/or enriching
These missing pieces may be in a business, family, or personal context

Needs

Problems

Opportunities

Business  Family  Personal

context
And some of these missing pieces are “recognized”... others are not.
The satisfaction of helping someone find a missing piece to THEIR puzzle is even greater when you’re helping someone solve one of their real life problems.
NetWeaving is all about...

I have a Need, Problem, Opportunity

I have a Solution Provider

The NetWeaver (the connector)

...connecting people with other people!!
NetWeaving is all about... connecting people with the information and/or resources they need!!

The NetWeaver (the connector)

I need information or resources

I can supply information or resources (or I know someone who can)
Your "Matchmaking" or "Resource Providing" connection can either be in a...

- Business Context
- Family Context
- Personal Context
- Any combination

The NetWeaver
NetWeaving

Do you read newspapers, magazines, and use the internet... with your Clients, Prospects, and Centers of influence in mind?

The NetWeaver

Think of yourself as a clipping Service – you can delegate this
NetWeaving

or, by assembling a “Trusted Resource Network” of fellow NetWeavers

The

Attorney
Real Estate
CPA
Travel
Auto
Chiropractor

NetWeaver

Center of Influence
Client
Prospect

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NetWeaving

How do you create a **Trusted Resource Network** of fellow NetWeavers

The **NetWeaver**

- **Trusted Resource Level**
- **Qualifying Level**
- **Yellow Pages Level**
And doing these with the conviction and belief that... what goes around... DOES come back around
Definition of “altruism”? 

“selfless concern for others”
Altruism should be looked at as a Continuum. not as a Static State
At one end of the continuum lies... pure altruism

**Example** – German families sheltering Jewish families during the Nazi occupation - they had EVERYTHING to lose and NOTHING to gain personally.
At the other end lurks . . . disguised self-interest

**Example** – As someone is doing a favor for you. . .out of the goodness of their heart, they are suggesting how you could. . . or SHOULD pay them back
...and then there are all shades in between
like to think of NetWeaving positioned somewhere in the middle

Motive – to help the other person

Enlightened Self-Interest

Returned favors
Everyday we walk an ethical tightrope

Pure Altruism

Enlightened Self-Interest

Disguised Self-Interest

Pure Self-Interest
...NetWeaving lights up the entire continuum...even at the darkest edges
Codes of Professional Conduct and Responsibility
Preamble to SFSP Code of Professional Responsibility
Solomon Huebner’s 4 essential traits of “a profession”

- Knowledge or expertise
- Service to others
- Working with other professionals to enhance the practice and reputation of one who is a member
- Self-regulation
Most Organization’s “Code of Ethics” only contain “rules of conduct” and not “cannons”
“Rules versus Cannons”

**Rules** – The “thou shalt NOT’s” . . . or else

**Cannons** – The “thou ought to’s” and the “how to’s”
What is the goal of the SFSP’s Code of Professional Responsibility?
Improving level of ethical behavior by promoting aspirational standards

Ideals

Lofty

Altruistic
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Part 2 – The How-To’s of NetWeaving

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