A Guaranteed Road to Success

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

Society of Financial Service Professionals

Part 2 – The How-To’s of NetWeaving

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What’s the difference between 

Sales? and Marketing?
Let’s look at it from a “farming” perspective
Sales versus Marketing

Anyone can dig a hole and sprinkle seeds or plant a tree and then just pray for rain and hope that there are enough nutrients in the soil to make it grow.
but farmers know that the key to a “bumper crop” and a great “end product” lies in the proper preparation of the soil and trusting the outcome

Tilling

Fertilizing
I believe we spend a lot of time on the “sales” end. . . **Transactions** – Sales Calls. . . Sales Interviews. . . Closing Sales
...and not enough on the “relationship-building” end... to create an environment conducive to Sales
But not just the first sale. . . but through good followup and good client service and NetWeaving Your Future will be assured
NetWeaving is all about connecting people with other people. ... to form win-win relationships
as well as

connecting people with the information and resources they need. . .
either by serving as the ‘no strings attached’ resource yourself. . .

or, by surrounding yourself with a hand-picked Trusted Resource Network
Establishing Trust is the pinnacle of relationship-building which is also the key to successful selling and marketing. The Basis of ALL relationships.
Why is establishing Trust so important with our Product?

<table>
<thead>
<tr>
<th>Item</th>
<th>Customer’s perceived Knowledge of prod/ servc under consideration</th>
<th>Level of Trust required in person selling the product/ offering service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toilet paper</td>
<td>Very High</td>
<td>Very Low</td>
</tr>
<tr>
<td>Life insurance</td>
<td>Very Low</td>
<td>Very High</td>
</tr>
</tbody>
</table>
How relationships are formed?

Enrich the Experience

INITIATIVE/COURAGE

Meaningful Dialogue

YOU CONNECT

Appreciation & Acceptance

YOU BOND

Trust

Small Talk & Overcoming Awkwardness

How Communication happens
Year long assignment

- Create something to change the world
- Put it into action
One person performs a “gratuitous act of kindness”

‘Pay it forward’

That person helped must ‘pay it forward’ helping 3 others... and so on
The huge difference between “referral” and “hosting”

- **Level One** - your name with permission to use
- **Level Two** - letter or email accompanies
- **Level Three** - 3-way phone call introduction
- **Level Four** - Hosting a meeting
Why is hosting different?

- You are doing the work... to schedule the meeting
- You are there to introduce each other and set the tone
- You give a little overview of NetWeaving
The NetWeaver’s Creed

I will constantly be on the lookout for opportunities to put people together in win/win relationships without concern for what I will get out of it.

Bob Littell
Chief NetWeaver
The NetWeaver’s Creed

I will shift from thinking about WIIFM (What’s In It For ME?) to WIIFY (What’s In It For YOU?)
The NetWeaver’s Creed

- I will learn to be a resource for others, both regarding the types of information I can provide, as well as to surround myself with resource contacts who can be of service to those with whom I come in contact.

Bob Littell
Chief NetWeaver
Bob Littell
Chief NetWeaver

I will become an outspoken “NetWeaving” advocate realizing that this will not only help others learn the joys and benefits of NetWeaving, but that it will reflect positively back on me as well.

The NetWeaver’s Creed

Bob Littell
Chief NetWeaver
I will apply the principles of NetWeaving on a daily basis and will make a habit of doing those things that will allow me to best implement NetWeaving strategies.

Bob Littell
Chief NetWeaver
Why is hosting different?

- You are doing the work. . . to schedule the meeting
- You are there to introduce each other and set the tone
- You give a little overview of NetWeaving
- You sit back and watch the magic which is created
- You wrap up meeting with **PI ONTTO** (Pay It Forward)
NetWeaving Version

Those 2 persons matched
‘pass it on’... matching
2 others... and so on
1) At ANY Social, Business, or Networking opportunity, meet a MAXIMUM of 2 or 3 people whom you decide you would like to get to know better (Make notes on the back of his/her business card)

2) Write note next day mentioning some of key points the person made. If you can’t remember any, punt. Followup with phone call to set up a one-on-one Meeting

3) At the one-on-one meeting, review a little bit about NetWeaving and cover the key NetWeaving questions (refer to www.netweaving.com)

4) At first or second one-one meeting, discuss persons to whom each of you could introduce each other and schedule “hosting” meeting.

5) You wrap up the meeting with PIONTTO
Strategic Connection

A Consultant or Planner you Know

With a couple friends who have indicated they’re looking for Long-Term Care advice for an Aging Parent
Non-Strategic Connection

A Friend or Associate whom you just like a lot and who is a GIVER rather than a WIIFMe TAKER, and you connect him/her with another person whom you also really like.
A New Kind of Servicing Interview

- Let me have a better understanding of your business (or family situation) and how I might be of help
  
- Are there people I know who would be valuable for you to know?
  
- How can I help you?

- What are the biggest challenges your industry is facing today (or your company; you on a daily basis)
Person you want to meet

You
Why don’t people NetWeave more?

- They don’t know the basics
- They forget to
- They haven’t made a habit of doing it
- They’re too “short-term” in their thinking (they only “sell” and don’t understand how to “market”)

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Why don’t people NetWeave more?

- They’re afraid of the potential downside risks
- They feel uncomfortable in the “matchmaking” role
- They don’t build a “resource network” because they aren’t aware others would be honored by asking them to join
They don’t follow up and create conditions which allow others to return favors

- You must stay **visible** – newsletters. . .email’s. . . hosting/referrals. . . client NetWeaving receptions and events
Why doesn’t more of our NetWeaving come back around?

- Must remember that people need to be reminded of connections made and resources provided
People really do forget

Bill is now Ed’s best client – and Ed forgot that if YOU hadn’t connected him with John, none of this would have happened
I’ve Found there are 3 Groups of People As It Relates to NetWeaving

Those who INSTANTLY get it

I do that a lot
“After reading about NetWeaving, I realized that I’ve been doing this all my life, just without a good word for it. I applaud Mr. Littell’s efforts at spreading the word about this “win-win” form of thinking, which will undoubtedly benefit the business community and the community at large.”

Arthur Blank
Co-Founder, Home Depot
Owner, Atlanta Falcons
Those who THINK they’ve done some but now they see what it’s all about. . .will start doing more

I can do that
Those who HAVEN'T GOT A CLUE

Great concept. . .
BUT