



Networking 101 for Sales Results

Jim DiModica

President and Founder of APT Impact, Inc

Chairman of the Board

Prince William Regional Chamber



Science or Art

Do you have a Strategy?

- *Do you know how your going to find your clients?*
- *Do you look at your pipeline and say I better go networking?*
- *Do you grab a handful of cards and head off to a event?*

Science

Goals

Budget

Network

Track

Sales Goals & Strategies

- *Goals – Set your goals and work them as any other part of your business plan*
- *Budgeted - Plan and budget both your staffs time and allocate a dollar budget*
- *Networking - Active part of your Companies Sales and Marketing Strategy*
- *Track and Adjust – Are you meeting the goals and why not?*

Networking for Sales

Networking does not work for me?

- *Equipment: Copier and fax Machines*
- *International Accounting & Management Consulting Firm – Big 5*
- *AudioMarketing Firm: National Managed On Hold Programs*

Strategy for a Prospect

Where - When - How

Who are they?

- *Where do they live?*
- *How do I get in front of them?*
 - *Multiple Strategies*
 - *By market*
 - *By Industry*
 - *By Target's Size*
- *Key Contacts who gets you "in"*

What to Do and Not to Do

- **Do – Have a plan...and work it!**
- **Do – Have a intro rehearsed!**
- **Do – Plan on being early and staying late.**
- **Do – Have business cards and have a pile in the car!**
- **Do Not – Stand in the corner all day and wait!**
- **Do – Walk up to the new person or the one standing alone.**
- **Do Not - Hand out a flyer or package!**
- **Do Not - Try to sell them at the event!**
- **Do – Generate interest and follow up for an appt!**
- **Do Not – Dominate the time of others!**
- **Do – Introduce them to others!**

Follow up Strategies

- *What is your system?*
- *Do you have a marketing strategy?*
- *How can you use these new contacts?*
 1. *Are they a prospect?*
 2. *Are they a referral contact?*
 3. *Are they someone I can partner with?*
- *Sort fast and dump non targets...keep key contacts*

What to do now?

- *Input in you software, card file, etc*
- *Send letter, card, email, package...or make a call to set up appointment!*

APT Impact, Inc - *is headquartered in Prince William County and is servicing clients nationally. Most of our clients are based in the Mid-Atlantic, but we have them as far as Los Angeles , Las Vegas, Dallas, Nashville, Raleigh to the board walk of Atlantic City and the Inner Harbor of Baltimore.*

Our flagship program is the Custom Managed On-Hold Program to turn your telephone system into a marketing/ PR tool as well as improving your customer service perception. Let us help you to improve your callers impression of your company as well as Cross Selling your products.

Marketing Strategies | Audio Marketing | On-Hold Messaging

T: 703.396.8206

E: Jim.DiModica@aptimpact.com

W: aptimpact.com

