



NRG Advocacy Model

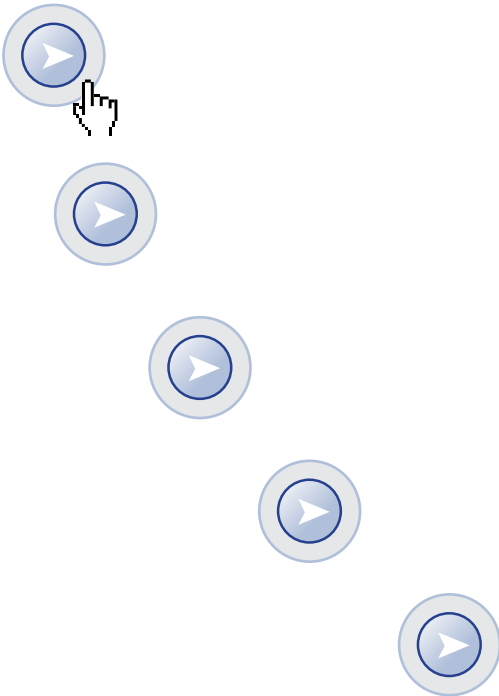
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How do you get a better return on your networking investment?

Is this you?

Rollover the buttons below to find out





How do you get a better return on your networking investment?

Would it help if...

...there was some sort of **process** you could follow, which allowed you to **develop a plan** to maximize the chance of **gaining business** through your networking on a **consistent** basis? In short, it would be great if there existed a **proven networking system** to supplement your business development activity.

That is why we have developed the **NRG Advocacy Model**. It is designed for business people, whether new to networking or old hands, to develop contacts who are able and motivated to deliver business introductions and referrals on a consistent and sustainable basis for you.

This workbook is designed to help you develop a word of mouth marketing plan **that works for you!**

What are you trying to achieve through networking?

There are various reasons why people network.

The main reason is to **generate more business**.

Other reasons include **finding** suppliers, **acquiring** knowledge and **identifying** others to collaborate with.

“All things being equal, people will do business with, and refer business to, those people they know, like and trust” Bob Burg

Business networking is all about finding other business people who operate in similar markets to you and **building relationships** where you earn their trust by helping them **achieve** their goals.

To be effective you must be crystal clear about what you do, who you do it for and what you want.

Use a system!

“It is literally true that you can succeed best and quickest by helping others succeed first” Napoleon Hill

Are you prepared?

Take the NRG **Networking Readiness Assessment**

It pays to plan ahead

It wasn't raining when Noah built the ark

Think about:

- Who is your target market?
- What are the problems / issues you solve for them?
- How much are you looking to generate through your networking activities?
- How much time can you devote to your networking activities?

Identify other businesses who are likely to have access to your target market – ask your clients who else they do business with.

- Where do they network offline (face to face)?
- Where do they network online (social media)?
- How can you help them to achieve their goals?
- Don't spend too much time planning – get on and do things and revisit this.



Click to view: Why are you networking and are you prepared?

Advocates are key to a successful *Word of Mouth strategy*

What's the value of an advocate?

Successful word of mouth strategies build awareness in the marketplace of what you do through key people recommending you.

Advocates are people who know, like, trust and rate you and go out of their way to refer you regularly and consistently to your target market. They are the 'golden geese' of your network and should be nurtured accordingly.

The attributes of an advocate are:

- You get on well with them
- They know your target market
- They are motivated to refer you (and are capable of doing so)
- They have the 'ammunition' to do so (ie they know what you do)

Just how valuable is an advocate?

In a recent survey of NRG members we found the average lifetime value of one advocate is
£155,000



Find out what your advocate value is?

Who is in your network today?

Your **advocacy network** is made up of your:

Outer network

Those people you have met (got their business card) but haven't followed up. Even if you follow up later you should maintain some contact with these people. If you are members of the same group this may be via regular meetings. Social Media now gives you a great resource for this contact. Connect with them where you are active. (eg LinkedIn, Twitter & Facebook).

Resource network

Those people you have met and recognised they have a particular skill or offer a valuable service. They are useful to know and use in referrals. You will have established online contact, may well have had a One2One with them, but don't wish to continue building the relationship.

Inner network

These are your target referral sources, people you have established both online and offline relationships with (One2One meetings) and have decided you want to continue the relationship building process. They share the same target market as you and are in a complementary market to you. You have regular online and offline contact, go out of your way to find referrals for them and build your relationship with them.

Advocates

These are the small group of people who know, like, rate and trust you. They are prepared to actively refer and introduce you. You meet on a regular and planned basis. You go out of your way to find introductions and referrals for them both online and offline. They are the 'golden geese' of networking who provide regular referrals. You spend time nurturing them.





The NRG Advocacy Model

The NRG Advocacy Model is based upon the principle that you don't leave your networking to chance – you develop a networking plan and execute it.

Do it right and it will yield predictable and profitable business.

There are four key steps:

1

Define your target market

First identify your target prospects



click me

Identify your target market

1. Target market

It is important to be clear about who you are looking for. It can be defined by a number of things (market sector, geography, business size) but also by the types of problems or pains that your business might have.

Type of business:

Size of business:

Geography:

Market Sector:

With the following business issues/concerns:

Examples of such businesses are:

What I am looking for specifically is
(include specific examples of who you are looking for):

2. Proposition

I specialise in helping (target market):

who have (their concerns):

what I do is:

So the outcome is (benefits):

So, who do you know (example):

Develop your proposition (continued)

2. Proposition continued

A good proposition will have the following elements:

Target market	Be as specific as possible
Their concerns/pains	What keeps them awake at night
What I do	Not too much detail here (couple of sentences maximum)
Benefit	Focus on outcome for the client



Don't go into too much detail – just focus on the benefit you bring to your clients. This encourages the question 'how do you do that?' This gives you permission to tell a story about a real client where you delivered real benefit.

This is especially important when you build your online profiles.

The Story

reinforces your point

Let me tell you about (first name):

I did (keep it short):

His/her problem was (lay it on with a trowel):

And the outcome was:

Which meant that:

As a result he/she benefited because
(Focus on this - this is what will be remembered):

Identify your inner network

3.1 Inner Network – who knows your target market?

Usually they will be complementary to you. They are likely to be trusted advisors who you know are able to make the right introductions and the ideal referrals for you. Clearly rapport and trust is a precondition to selecting the right people.

Consider the following business segments:

- **Professional Services**
- **Marketing Services**
- **Other Services**
- **Business Support Services**
- **IT/Telecoms Services**

By and large there can be affinity within each grouping as they are addressing similar target markets.

For each chosen business segment, try and identify one or more organisation you already know and a named contact.

Make sure you are connected online, especially through LinkedIn and Twitter (maybe Facebook), that you share similar groups and comment regularly on their blogs and events. You should be seen to be supporting them online.

Business category	Organisation/contact
	eg.
	eg.
	eg.
	eg.
	eg.
	eg.
	eg.
	eg.

Following up is the key to building *business relationships*

“You can close more business in two months by becoming interested in other people than you can in two years by trying to get people interested in you.” Dale Carnegie

“Seek first to understand, not be understood” Stephen Covey habit 5

Many people think that making contact with new people is what networking is all about.

Not true! **Following up is the most important part of networking** - otherwise why bother to make new contacts?

Key questions to ask yourself after meeting someone (or connecting online):

- Do I like them and are they interesting?
- What do they do?
- Who do they know (are they my target market)?
- Would they be prepared to refer?

Following up is part of the filtering process of being able to answer these questions. It is also part of developing trust which is key to building relationships.

Be an **active listener** and see how you can help the people you meet. Understand their needs so you can connect them to your network. Ask open questions. Make it easy for them to expand their answers (don't go for "Yes" or "No"); for example "That's interesting, how do you do that?" They will remember you for listening attentively to them! Be prepared to talk to strangers and have an interesting story.

Today social media technology helps you to connect and follow up online. But face to face (offline) is vital to building successful relationships.

Connecting and Following up online

Connecting online

Your content (website, blog, articles, events etc) is the cornerstone of your online presence and is where you build your reputation. Use a combination of your website, free blog service (eg Blogger) and Wordpress.

- Share stories, hints, tips and insights on your **blog, newsletter** and **social media**.
- Find out which **online networks** your influencers / target market use and join a couple. We like LinkedIn as it is the largest business online environment.
- Use **network tools** to find and connect with people you already know.
- **Post a profile** that is consistent with your personal brand and contribute.
- **Recommend** people on sites like LinkedIn – make sure you mean it.

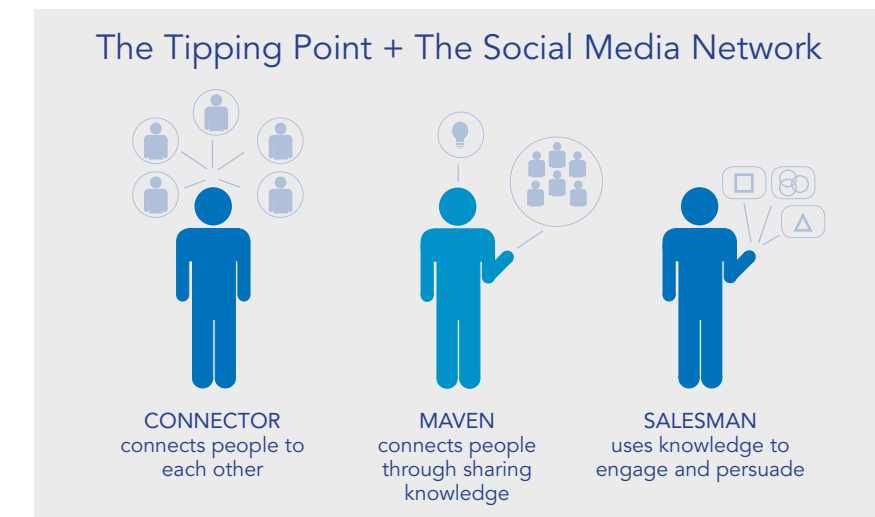
Following up online

Contribute to **online conversations** and share your knowledge and connections (Twitter and LinkedIn). Join **online groups** to make contact with like minded professionals.

Networking is not about selling, it's about building relationships. The best business is developed when both parties know, like and trust each other. Online networks are for connecting and social media is for knowledge. So take time to get to know the right people and establish rapport.

Act as a **Connector** to connect people and as a **Maven** to share knowledge.

The ultimate aim is for someone to advocate us (**Salesman**).



Identify *your inner network*

3.2 These are examples of business categories in each business grouping

Professional Services

Solicitor
Accountant
Architect
Banking
Survey
Financial Planner
Mortgage Broker
Insurance Broker
Pension Consultant
Trade Marks
Tax Consultant
HR

Business Support Services

Business Coach
Management Consultant
Virtual FD
Virtual PA
Training Services
Business Support
Business Directory
Conference/
Venue Organiser
Debt Solutions
Factoring
Recruitment
Translation

Marketing Services

Advertising
Marketing
PR
Design
Printing
Networking Services
Video/Audio Services
Telemarketing
Market Research
Business Development
Sales Services
Photographic

IT/Telecoms Services

Software Development
IT Support
Communication
Services
Telephone Services
Database Services
Information Services
IT Consultant
IT Security
IT Training
Project Management
Branding

Other Services

Charities
Estate Agent
Wine Merchant
Waste
Management



Engage with the right people both online and offline to *build relationships*

4.1 Decide who and when to have One2One meetings

NRG research shows that **developing trust is the key** to building relationships. Connecting online is a great way to start the relationship building process. It establishes your credentials to a wide audience and builds visibility and credibility. It is valuable in helping identify your potential inner network.

One2One meetings are the 'engine room' when it comes to developing your inner network. They take time so you have to be as effective as possible. Use your online activity as a filter to meet the right people.

When you meet new people you need to decide:

- ▶ Is there rapport - are there points of common interest?
- ▶ Do you share the same target market (ie 'swim in the same pool')?
- ▶ Could they refer you (capable, motivated, have the time)?
- ▶ Are you (both) prepared to invest (some) time in developing the relationship further?

If the answer to the above is 'yes' then invite them to a One2One meeting. Keep it light – invite them to have a coffee with you to get to know each other better.



The One2One meeting is key to relationship building

What to cover?

4.2 What you should cover in a One2One?

You should allow between 30 minutes to one hour (equal time each). During this:

Background – the 3 A's:

Achievements: How did you get to do what you do now?
Hobbies/activities outside work
What do you consider your major achievements? (best thing in last year?)

Ambitions: What are you aiming for? (life / business)

Attitude: What's important to you?

Business – the 4 W's:

What do you do? What business issues/pains do you solve?
What results do you get?
What is your real expertise? (differentiation?)

Who do you do it to?

Who is your target market?

Who do you know?

Who are your clients?
Who is your best client?
Who do you network with?

What do you need?

Who can I introduce you to?
How can I help? (you have to mean it)

Remember...

At the end of each meeting do you want to progress this relationship further?



Build advocates - *develop relationships*

4.3 To start the process of building advocates you have to develop the relationship with them. In building a relationship you are trying to motivate them to be an advocate for you – to provide you with regular introductions and referrals.

What do I do to grow my advocates/motivate my inner network?

Rollover the buttons below to find out



PLUS: Ensure they regularly see you in action – and doing a good job!

How many frogs do I have to kiss to find a prince?

Within NRG we find that, of those you meet networking, you usually

Make contact with	10
Have One2Ones with	5
Build relationships with	3
Advocates	1

How many advocates do you need? *

How many One2One meetings per month do you need?

***Click here for Advocate Lifetime Value assessment**