



NRG Business Networks

NRG Advocacy Model

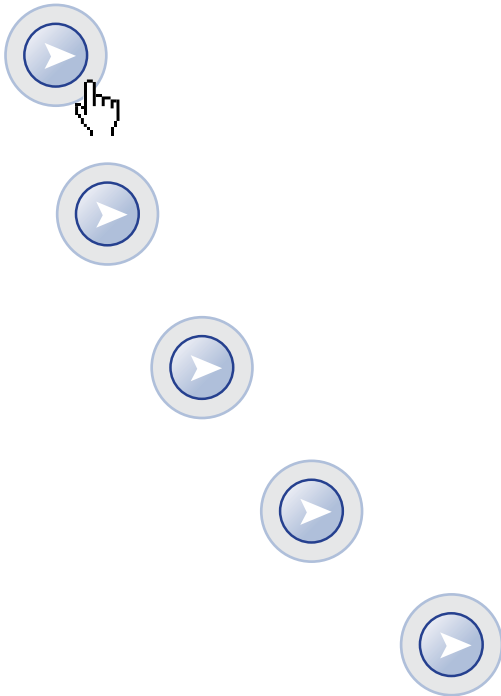
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How do you get a better return on your networking investment?

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 their contacts who are able and motivated to deliver business introductions and referrals on a consistent and sustainable basis.

This workbook is designed to help you develop a networking plan

that works for you!

Your network can be divided into the following categories:

Outer network

Those people you have met (got their business card) but haven't followed up.

Resource network

Those people you have met and recognised they have a particular skill or offer a valuable service. These people are useful to know and refer to. You 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 followed up with, had a One2One meeting and have decided you want to continue the relationship building process. These are the potential networking 'gold mine' you are looking for. They share the same target market as you and are in a complementary market to you. You should go out of your way to find referrals for them and build your relationship with them.

Advocates

These are the small group of people you have decided you are prepared to actively refer to and introduce. You have developed a close relationship with them, you know, like, trust and rate them – you go out of your way to find introductions and referrals for them. In short you are an advocate for 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

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):

Target market

Continued...

I specialise in helping (target market):

So the outcome is (benefits):

who have (their concerns):

So, who do you know (example):

what I do is:

2. Proposition

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.

The Story

In order to reinforce your point

Let me tell you about (first name):

I did (keep it short):

His 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 Who is most likely to know your target market?

Usually they will be complementary to you. These are the people and organisations who are most likely to be able to make the right introductions and the ideal referrals for you.

You need to target these people you are going to develop in your inner network and be an advocate for. Clearly there has to be a rapport and trust as a precondition.

Consider the following business categories for example We have grouped businesses into 5 main areas:

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

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

For each business category you choose, try and identify one or more organisation you already know – and a named contact.

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

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



The key to developing relationships is the *One2One* meeting

4.1 When to do a face-to-face or One2One meeting?

One2One meetings are the 'engine room' when it comes to developing your inner network. They take time, so make sure you are as effective as possible.

Networking meetings can be a prime source of meeting new people. When you meet new people you need to decide:

- ▶ Do you like the other person?
- ▶ Is there rapport – are there any points of common interest?
- ▶ Do you share the same target market? – do you 'swim in the same pool'?
- ▶ Are you prepared to invest (some) time in developing the relationship further?

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



The key to developing relationships is the *One2One* meeting

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 they 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?

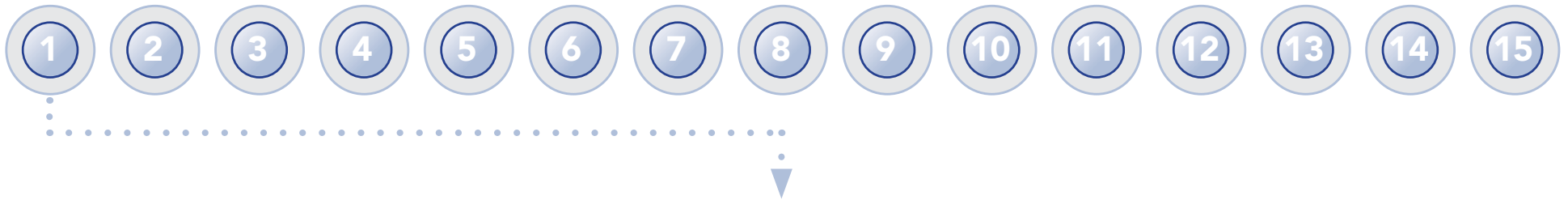


Build your inner network

4.2 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



Invest time and effort to understand what is important to them - what makes them tick!

Business goals

How many referrals?

How much money do you want your business to make out of your networking activities?

Use this calculator to work out how many referrals you need - complete boxes 1 and 2 to get started.

Network Target	1. Revenue target for year: £	£
	2. Average transaction size: £	£
	3. Number of deals required (1/2) =	
	4. How many prospects do you need for a sale =	
	5. Total prospects needed (4x3) =	
	6. How many referrals per prospect =	
	7. Referrals required (5 x 6) =	

How many advocates do you have today?

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?

Want more information?

Please visit:

www.nrg-networks.com