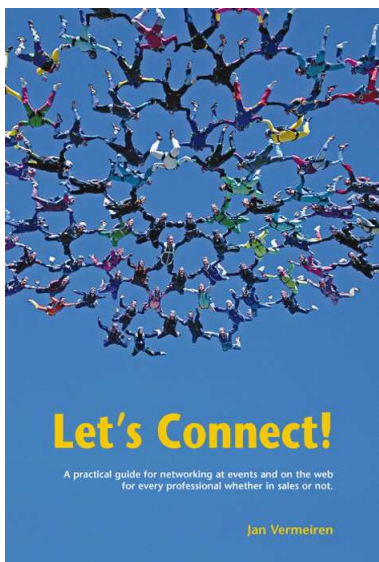


Full Press Release Book “Let’s Connect!”

A practical guide for networking on events and on the web for every professional whether you are in sales or not.

A book by Jan Vermeiren, the Networking Coach



“Let’s Connect!” is a guide full of practical networking tips. Other than other books about networking this is not only for sales people or small business owners, but also for employees in every organisation, great or small.

After reading “Let’s Connect!” you will not only make every event a success, but also know how to use the Internet and other tools to tap into the power of your current and future network.



Story for an article: “Why hasn’t your network made you the new Bill Gates (yet)?”

Do you know how Bill Gates got the chance to develop MS DOS and lay the foundation of his business empire? Via his network. More specifically his mother. Mary Gates sat on the board of United Ways with John Akers, a high-level IBM executive. At the time, Akers was helping to lead IBM into the desktop computer business. Mary Gates talked to Akers about the new breed of small companies in the computer industry, which she felt were underappreciated competitors of the larger firms with IBM traditionally partnered. Soon after their conversation Akers took proposals of small companies one of which was Microsoft. The rest is history: Microsoft won the DOS contest and outgrew IBM as the most powerful computer business in the world.

Probably your mom isn’t in a board of an important organisation, but how many people that you know, know other interesting people that might turn your life around? The problem is though that the people you know most of the time don’t talk about you

because they don't exactly know what you do for a living, what your competences are or what your company offers. And why don't they? Because you never told them a short and easy to remember story about yourself (the so-called Elevator Story).

And that's a pity because 53% of the Belgians find a new job via their network (Survey EHSAL 2000) and according to networking guru Donna Fisher this is in the USA even more than 70%. A study of the Bristol Business School also found that 70% of the revenues of small business owners comes from their network.

So tell your network how you want them to talk about you. The results will be amazing! And if you want to have really great results, start asking which story your contacts want you to tell about them. By first spreading the word about your network and helping them out, you will see that this will come back to you multiple times, without you even asking for it!

In the book "Let's Connect!" you don't only learn how to craft a good Elevator Story, ask the right questions to your network and help your network out while respecting your own time, but also how to be more comfortable at events, how to network on the Internet and use other tools to network more efficiently. One final warning though. Be prepared that after reading the book, YOU could become the new Bill Gates!

Book Description

Jan Vermeiren is a specialist in (human) networking. As Networking Coach he trains and coaches people to become more aware of the power of their network and to tap into its power so all involved parties can benefit. In "Let's Connect!" he not only shares his own insights and experiences while networking on events and on the web, but also the experiences of hundreds of professionals that attended a networking training course with him.

Synopsis

Tells the author's insights in the power of a person's network and how to tapping into it. This book gives insights and practical tips about how to network on events and on the web to further all involved parties' business and personal goals.

Summary

Everybody has a network that can support them, give them information, lead the way to a new job and even offer business. However few of us do this consciously. By gaining insights in what networking is really about, by discovering the power of the 6 degrees of proximity and realising the difference between networking and (hard) selling you become aware of the positive power of networking.

Once you are aware of this and have the right attitude, you can start (or continue) your networking activities by following the Golden Triangle of networking. You will see that you too have always something to offer to someone else without expecting something in return. It's also important to make requests and thank your network. "Let's Connect!" shows you how to do this in a way that feels good for all involved parties.

Most of your networking activities happen on events. Properly preparing will help you to get more out of every event. Add to this the tips about how to make contact, maintain a conversation and end it in a respectful way and every future event will be a success!

And last but not least: technology keeps advancing. These days the online networks on the Internet help us to contact, stay in touch and follow up on our networking contacts. And there are also other tools that allow us to network more efficiently and effectively. "Let's Connect!" shows you which online networks there are and which tools to use.

Some of the questions that are answered in the book

- How do I tap into the power of my network to reach my goals faster?
- Which steps can I take to establish and maintain a relationship?
- What is the best question in networking?
- Is it really a small world and if so, what does that mean for me?
- How do I prepare for a networking event?
- How do I start and end a conversation at an event?
- Which tools can I use to network more efficiently?
- What is online networking and how do I deal with it?
- Which follow-up actions can I do?
- How do I introduce two people on an event or via e-mail?
- ...

What other people say about the book

“To be a great networker it takes insight and action. Let's Connect, gives valuable insight and offers action steps that enable you to stay in touch with people in a way that is effective, efficient, and fun. I highly recommend this book.”

Dr. Ivan Misner, Founder of BNI, networking author, columnist and speaker,
www.bni.com.

“The first time I met Jan Vermeiren, I was charmed by his sincerity & drive to help people to network. Jan's vision is that networking is not about accumulating power or creating self-importance, but helping each other by sharing, learning & supporting. In "Let's connect!" Jan reveals tips & to do's that are very interesting to read for everyone, but more importantly he describes a different kind of networking. It's not about 'me, myself & I' - but about helping others & giving without expecting something in return.”

Bart Becks, CEO Belgacom Skynet, www.skynet.be

“Networking is more than a technique, it's a way of living. This book really guides and coaches you to cross your personal barriers and to just go out there and "connect". It shows how networking can help you to get the most of your contacts and potential contacts and most of all: that it is important to give and receive.”

Inge Dom, HR Business Partner at Alcatel, www.alcatel.com

More testimonials from all around the world: www.letsconnect.be/testimonials.html

Business networking: bonuses worth 3.968 euro when you buy the book!

Although “Let’s Connect!” is about networking on a personal level, there is also an interorganisational networking touch. More than 30 organisations offer a bonus or discount to every person who buys the book. The combined bonuses and discounts have a value of 3.968 euro!

The concept is a real networking concept: win-win-win:

- The buyer of the book gets 3.968 euro for the price of one book (29,50 euro).
- As a result, the book is more attractive to potential buyers and the Networking Coach will sell more books.



NETWORKING COACH

- The participating organisations don't only receive lots of free visibility, but also get the chance to start building a relationship with the buyer by having him experiencing their bonus.

These are but a few names of people and organisations that participate: Bob Burg, Donna Fisher, Ecademy, Emailgarage.com, Keyjob, Success121, timesmart, Harpo, Elan Languages, India Business Support, LinkPower, Gerd Campaert, Paul Meert, The Missing Link,...

You can find a complete overview of the participating organisations and their offers on www.letsconnect.be/bonus.html

Book details

ISBN: 90-5466-886-5

Language: English

Hardcover

Publisher: Step by Step Publishing, Rumst (Belgium)

244 pages

Available at: www.letsconnect.be

About the author

Jan Vermeiren is the Networking Coach. He helps people and organisations to be more **successful**. He assists people in the field of **training and coaching in networking**, companies in the field of advice about how **to stimulate networking at events**.

References

People from amongst others these organisations already followed a workshop or training course of the Networking Coach:

Agfa, Agoria, Alcatel, Alfa Laval, Atlas Copco, Belgacom, BMW, BT, Business Network Café, Continental Teves, Creyf's, Deloitte, Delta Lloyd Bank, Dupont, Electrabel, Ernst & Young, Expectra, Gemeente Den Haag, Janssen Farmaceutica, KBC, Levi's, Nike, Ogilvy, Promedia, Provinciale Hogeschool Limburg, Randstad, Real Software, SD Worx, Securex, Siemens, SN Brussels Airlines, Soudal, Telenet, Ter Beke, The House of Marketing, TMP, Unizo, VKW, Vlerick Leuven Management School, VOKA and a lot of small business owners and freelancers.

For more references: http://www.networking-coach.com/en_referenties.html

More information on the following web pages:

- Table of contents: www.letsconnect.be/toc.html
- FANQ (Frequently Asked Networking Questions) that get answered in the book: www.letsconnect.be/fanq.html
- More testimonials about “Let’s Connect!”: www.letsconnect.be/testimonials.html
- Organisations that offer a bonus or discount: www.letsconnect.be/bonus.html
- Press clippings about the Networking Coach (in Dutch): <http://www.networking-coach.com/downloads.html>
- A list of references of the Networking Coach: http://www.networking-coach.com/en_referenties.html
- Pictures of the cover of the book and of Jan Vermeiren: www.letsconnect.be/press.html

Get a FREE networking e-course on: www.networking-coach.com

Suggested interview questions:

- What are the 6 degrees of proximity and why are they important?
- What is the Golden Triangle of networking and why is it important?
- Why do some people hate to go to network events?
- What is an Elevator Story and why is it important?
- Will online networking replace face-to-face networking?
- How did you get so many companies to give a bonus/discount?

Other questions that are answered in the book (and can be used in an interview) can be found on: www.letsconnect.be/fanq.html

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An excerpt from the book is included on the next page – please use this with attribution.

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The difference between hard selling and networking

Though you already know that networking is more like farming and hard selling like hunting, I want to go a little deeper into the differences between networking and hard selling. Why? Because networking has sometimes a negative connotation for people. This is due to the fact that many salesmen abuse networking to push their products or services.

The main difference between selling and networking is that **in a sales process the goal of the interaction between two people is the sale of a product or service**. When **networking, this sale could be the consequence** of a contact that is built with respect and care. So it is clear that the sale is not the goal of networking, but a nice and in many cases a logical consequence.

The comparison in the table (below) goes into the details of the difference between selling and networking. The table shows several elements of “negative networking” by hard sellers and “real networking”.

	Hard sellers who network...	Real networkers...
1	Are focused on the short term	Are focused on the long term
2	Try to detect a need that can be satisfied by their product or service	Share any information that can be interesting for the other party
3	Only give when they have an immediate profit	Give without expecting something back (and in the long run this usually pays off better too)
4	Listen in order to get the deal	Listen to help
5	Ask questions in order to be able to position their product or service better	Ask questions to be able to be better of assistance
6	Find people interesting only if they are a potential customer	Find everybody interesting as a contact. You can never be certain of who they know and what they know.
7	Want to collect and distribute as many business cards as possible	Ask and give business cards to people with whom they really established contact .
8	Talk often only about their product or service without listening to others	See to it that others always talk more than they do, listen carefully to them and encourage them to tell more.
9	Try to bring the attention to their product or service .	Recommend products or services of people in their network (and only if they are relevant for the people they talk

		to)
10	The goal is the sale. People are a means, a resource (sometimes even a necessary evil) to reach that goal.	The goal is to establish and maintain contacts. One of the possible consequences is a sale.

To make it even more clear, I have a small example for you.

Situation: a salesman of fire extinguishers meets the manager of a local affiliate of a bank at a reception of the Chamber of Commerce.

Hard Selling

The salesman does his sales magic to convince the manager to buy fire extinguishers for his office. He is a good salesman and he manages to sell 5 fire extinguishers.

The evening of the salesman is a success.

Networking

The salesman is interested in the manager as a person. Amongst other things he learns that the manager is a passionate sailor and that he is looking for a new boat. The salesman remembers that a friend of his has a boat for sale. He not only passes this on to the manager, but also provides them with each other's contact details the following day. A week later the boat has a new owner.

Four months later the salesman receives a phone call from the manager. The manager asks him to deliver new fire extinguishers for the office and for the facilities of the sailing club where the manager recently became chairman. Moreover the manager proposes to write a letter to all the members of the sailing club with a recommendation for the fire extinguishers of the salesman.

The year of the salesman is a success.

What about you? Are you more of a hard seller than a networker? You don't have to be a salesperson to be a seller. Everybody has to sell continuously. You have to "sell" the next project to your management team, you have to "sell" your time off to your colleagues, you have to "sell" to your partner to go to the movies instead of spending an evening at home, you have to "sell" to your children that they keep their room clean, you have to "sell" to your partner and/or colleagues that you want to go to the next networking event,... Everybody is a seller in one way or the other.

Let me repeat my question. What about you? Are you more a hard seller or more a networker?