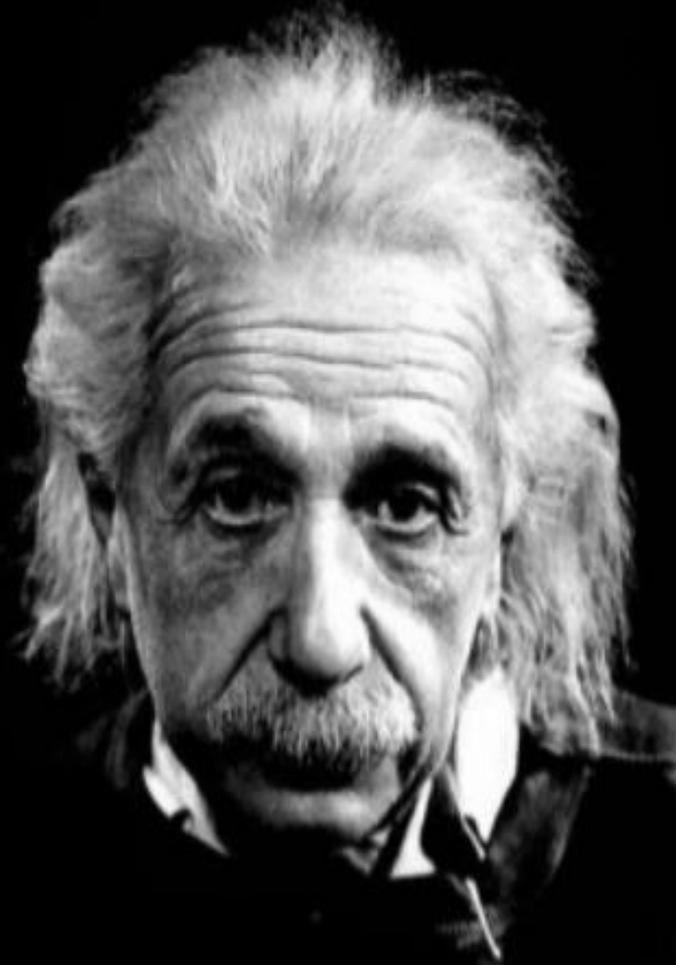




# Strategic & Authentic Networking

Gil Petersil  
Networking Mastery Coach

“Only a life lived in the service to others is worth living.”



*Albert Einstein*

# BE A TOOL!



#GilPetersil

what's  
your  
story ?

# What are my Networking Priorities?



# Networking Priorities

- ❖ Clients
- ❖ High Status Person
- ❖ Co-Founders
- ❖ Investors
- ❖ Strategic Partnership
- ❖ Supplier
- ❖ Mentors/ Coaches
- ❖ Career Development
- ❖ New Business Ideas
- ❖ International relationships
- ❖ Hobbies/Personal interests
- ❖ Experience sharing
- ❖ Life partner
- ❖ HAVING FUN....😊

An open white window with a view of a green field and mountains under a blue sky. The window is open, showing a bright blue sky and a green landscape with trees and mountains in the distance. The text is centered in the window.

**Where's  
your Window  
of  
Opportunity  
?**



# What are REAL Strategic Partnerships?

Means many things to different people.....

- ✓ Cross referrals
- ✓ Outsourcing to 3<sup>rd</sup> parties
- ✓ Co-marketing
- ✓ Online affiliate programs
- ✓ Business partnership arrangements
- ✓ Board-member or Shareholder
- ✓ Joint ventures
- ✓ Legal partnerships
- ✓ Friends helping each other.....😊



# The Collaboration Matrix

	<u>Partner</u>	<u>You</u>	<u>Customer</u>
Collaboration	* * *	* * *	* * *
Needs	* * *	* * *	* * *
Benefits	* * *	* * *	* * *





# Top 10 Networking Tips

Always think  
“How can I help You”

\*\* Be magnetic

1

#GilPetersil

Be enthusiastic about  
your business when  
asked

\*\* Share your Passions

Focus on new  
connection &  
developing young  
relationships

3

# Manage Business Cards

- \*\* Easy Access
- \*\* Good condition
- \*\* Don't give it to everyone

Do not sell yourself and  
do not waste a lot of  
time on one person

\*\* Practice ENDING conversations

5

#GilPetersil

Introduce people to  
each other as "Super  
Tools"

6

\*\* Be a Bridge

#GilPetersil

# Practice your Story & Elevator Pitch

7

# Ask people open ended Questions.....

\*\* Avoid simple yes/no

# Remember your Networking Priorities

9

#GilPetersil

Follow up

Follow up

Follow up

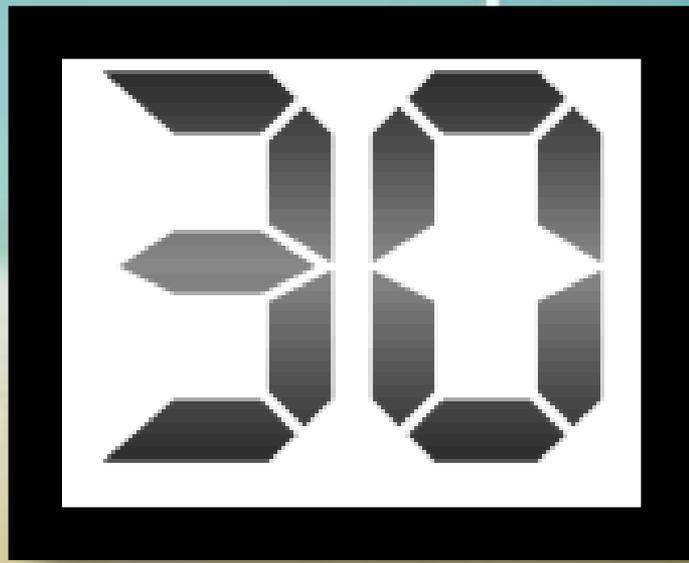
1

Always keep one hand  
**FREE**

**Bonu**

**#GilPetersil**

"Stop selling.  
Start helping."



“ Do what you do so well that they will want to see it again and **bring their friends.**”

*Walt Disney, Founder of Disney*



# Спасибо

что были со  
мной

Связаться с мной  
[Ask@GilPetersil.com](mailto:Ask@GilPetersil.com)

