

# The ROCK #4 - Introductions

## Why They Are Important

Being proficient in introductions is the pathway to building networking and relationship opportunities. Know how to introduce yourself to people and get people to introduce you.

This is the first phase of building a relationship. Like anything you do in life, if you fail to prepare, you prepare to fail. If you fail to prepare. Although the topic seems simple, there are things that you can do to increase your effectiveness when meeting people.

- + Convince yourself that meeting people is good for you.
- + Be positive - Put on your happy face
- + Have something to say - Do your homework.
- + Have confidence-No one will believe in you if you don't believe in yourself.
- + Have an elevator pitch ready if someone asks you what you do
- + Find out who is going to be at the event that you are attending and do your homework.
- + Be aware of your body language - it tells people who you are.
- + Posture - stand up straight (Mom was right) head straight, eyes up
- + Voice tone - be friendly and upbeat
- + Smile - A smile works miracles and makes you approachable
- + Control fidgeting and gestures

Pride yourself in **remembering the name** of the person you were just introduced to. There are several techniques that work.

- + Repeat the name
- + Use word association
- + Ask for a business card

Part of your personal effectiveness is to make it part of your brand that you remember names if even they can't remember yours!

Ask friends to evaluate your handshake. Is it firm, confident, and sincere? Make sure you are not "That Person" with the wimpy or offensive handshake.



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Do not let self-doubt or negative thinking enter into your introduction “game plan.” Eliminate the following negative thoughts:

- + They probably don't have time to meet me.
- + They wouldn't want to do this project.
- + I don't need any help.
- + I can do this myself.
- + I don't want to bother people.
- + I can't call them, they are too busy.
- + People will think that I am weak, needy or stupid, if I approach them.
- + I should be smart enough to figure this out by myself.
- + I have no right to expect that anyone would want to meet me.
- + I am not worthy of meeting them.

Okay, now that we got that out of your system, stop the pity party! *The world wants to meet you as bad as you want to meet them.* Now get out there!

- + Set a goal and stick to it: No excuses - "Just Do It"! Set a goal that pushes you, but is achievable. You can never have too many introductions. This can be a quantifiable number that you can measure.
- + Be proactive: Don't just get the "low hanging fruit." Meet everybody. Push yourself to go to every place and every meeting where you can meet new people. Like anything, the more you do it, the better you will get at it.
- + Keep a journal: Keep track of all of your introductions and information about each. This will help you build relationships in the future. Build on what you talked about in the original introduction. Information about one person can lead to an introduction or referral to another person.
- + Encourage people to introduce you to others: Use facilitators in setting up introductions. It is much easier to get people to introduce you than to give you a referral.
- + Be a facilitator yourself: The more that you introduce people, the more they will introduce you.

### More Tips

- + As you interact with new people, try to build a relationship with them. It is important for each person to find value in the potential relationship. One way to demonstrate value is to offer to make introductions to them of other people.
- + Listen to the needs of people before making an introduction. You want the introduction to have value to both people. Ask people who they want to meet. This will help you show interest in other people.

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- + In building relationships, you should offer help before you ask for help. Connecting people with others in the form of introductions is a great way to help people. This is especially true when the introductions help both parties.
- + By connecting people with each other, you become very important to both. Not only are you building relationships, but people want to build a relationship with you. You become important to them.
- + Do not make an introduction unless you think it is a good match. Ask for permission to make an introduction. It can be a bad situation if you make an unwanted introduction.
- + Make smart introductions, but make introductions. If the introductions are successful, people will remember and appreciate them. They will return the favor and help you in other ways.

### Successful "Introducers" ...

- + Ask people questions
- + Go places and do things
- + Overcome fear of rejection
- + Are persistent
- + Invite people to get involved
- + Enjoy people
- + Accept people the way they are
- + Pay attention to people
- + Communicate openly
- + Listen
- + Appreciate each person involved
- + Volunteer to help in anything
- + Challenge each other to do better
- + Back each other when things get tough
- + Are always empathic - Put yourself in the other person shoes
- + Separate emotions from reality
- + Respect each other
- + Speak from the heart

Practice your introduction techniques, and you will always be prepared to meet new people and experience amazing results!