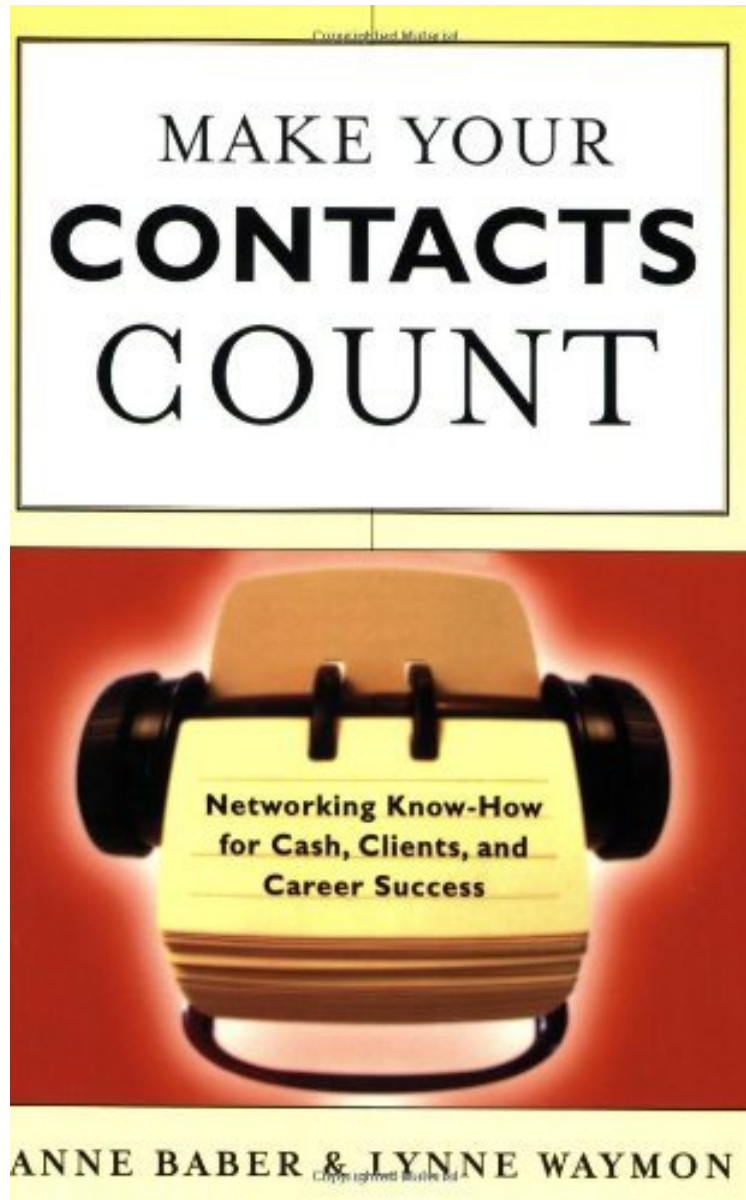


Make Your Contacts Count: Networking Know-How for Cash, Clients, and Career Success

Anne Baber, Lynne Waymon
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Anne Baber, Lynne Waymon : Make Your Contacts Count: Networking Know-How for Cash, Clients, and Career Success before purchasing it in order to gage whether or not it would be worth my time, and all praised Make Your Contacts Count: Networking Know-How for Cash, Clients, and Career Success:

1 of 1 people found the following review helpful. I wish I would have bought soonerBy Lon WelshThis is a very

helpful book. It gives a lot of practical examples of how to increase your networking efficiency. It outlines a lot of beliefs that people have that limit their effectiveness, and how to change your thinking. It has a lot of good role-playing exercises to assist you in your development. A very practical, hands on book. Introverts and people who are not "natural salespeople" will get the most from it, but accomplished sales people will certainly get tips to improve.

0 of 0 people found the following review helpful. Great Book to Begin Your Networking Education

By Read-addict

Overview

Make Your Contacts Count is a 281-page book that explains what networking is, how to do it, and how to reach personal and professional goals through strong networks. The book consists of 6 parts and 23 chapters:

Part 1: How's Your Networking Know-How? Part 2: Why-and How-Contacts Count. Part 3: Hone Your Networking Know-How. Part 4: Master the Million-Dollar Moments. Part 5: Score with Super Skills, Part 6: Win in Your Workplace.

Content

In this era of online "social networks" the term "networking" becomes even murkier than it already is for those trying to understand what it consists of and how to go about doing it. If you're confused and not sure what are the signs that you're making progress in your networking, this book is a great beginning. The authors clearly define what networking is by saying what it is not, by establishing a clear starting point for the activity, and by breaking down the actions involved, as well as the results we should expect from each one. The last part of the book, "Win in Your Workplace", shows the reader how all the networking tools they've just been endowed with apply to their particular professional situation. Be it that they're an employee, self-employed, or in job-search mode. One of the most important messages is that building a strong, reliable network takes time because you're engaging in relationships sustained by trust and credibility. To expect instant gratification from attending networking meetings or engaging in networking situations is unrealistic. Tone

The authors are passionate about their networking advocacy. The book is filled with examples of what networking can and should accomplish. There are also many examples of actions to avoid. They're authoritative in a conversational way and there's even a lightheartedness to the writing because of how direct it is and of the tongue-in-cheek quality of certain passages.

Conclusion

This is a great book with which to start educating yourself in the matter of networking. It gives sound advice, precise steps to follow, and pitfalls to avoid. Not only does its content draw a path for novice networkers to follow, it also provides abundant examples of how networking can be crucial in accomplishing your personal and professional goals. Those examples, and the self-assessment in Part 1 of the book, help you gauge your networking mindset and the depth and strength of your network according to the achievement of your strategic plans.

Above all else, Making Your Contacts Count, shows you that networking is a lifestyle that needs to be embraced. In that sense, the authors have been careful to show you how and why to wholeheartedly adopt the networking way of life.

About the authors (from book back flap)

Anne Baber and Lynne Waymon are nationally known experts and speakers on business networking, having led countless workshops on the subject. They are the authors of Great Connections: Small Talk and Networking for Businesspeople and How to Fireproof Your Career. Ms. Baber lives in Lenexa, Kansas, Ms. Waymon in Silver Spring, Maryland.

44 of 46 people found the following review helpful. Get in Contact with Your Future

By Jack N. Cole

This book's a "keeper." It's so good, I use it for prizes in my classes--in Marketing, in Teaching Adults, in Information Technology, and in Organization Development/Human Resources. As we change with the business environment this century, people--contacts--are our primary resources, support systems, and the source of much of the value with which we transact. In Marketing, it crowns the experience I call "The Nifty Business Card Contest" (it's fitting). In Teaching Adults, it conveys the basic skills that should be included in a broad variety of today's--and tomorrow's--learning experiences and in "double loop" learning activities that bring the learner to truly capitalize on experience. In Information Technology, it helps readers extend and make useful their human networks--a skill not much taught in IT courses. Finally, in Organization Development, it provides a big dose of strategies, skills, approaches and techniques that are so important in organizations and for people undergoing change.

Waymon and Baber have obviously recollected their experiences well--and translated them into thoroughly useful words of guidance for readers wanting to begin or to vastly improve their networking activities. They provide examples of what to say in stressful or uncomfortable situations, how to handle a received business card and "trigger" a request for your own, and how to organize and follow up occasions where you meet people. Perhaps the most useful information relates to how to preplan for situations in which you are to meet people--how to select and to craft your agenda and to work for its fulfillment in the people you meet. It is obvious that the greatest talents in communication and perceptivity are at play here--and those of us whose idea of networking is "Hi! I'll call you sometime" will be greatly appreciative both of the depth this book brings to the process and of the practical guidance and checklists it provides. It is a credit to the craft of writing the authors have mastered that you can read this book from front to back, back to front, or skip around with equal pleasure and a high degree of derived value. Readers who pick this book up will almost certainly be better networkers when they put it down, whether they read a sentence, a paragraph, a chapter or the entire book. This review would be longer, but I have to go meet a few people now.

Setting up a network of contacts is vital if people want to protect and advance their careers. This book is filled with quizzes, checklists, sample conversations and a strategic networking activities self-assessment test, which lets readers chart their increasing skills as they master the strategies needed to effectively build business relationships. Discover

the six stages of networking and how to make the most of corporate events and membership, and learn how to avoid the top 20 networking turn-offs, create a workplace contact map and build strategic alliances.

"..well written and very compelling. If you read this book, you will be dusting off your meeting suit." -- Central New York Business Journal
"this book is the networking blueprint, a must-read for anyone on the hunt for sky's-the limit professional success." -- BIZLIFE July 2002
This is the definitive book on person-to-person networking. It's a complete methodology, ie, step-by-step "cookbook", on how to network. -- Business Ledger, March 25, 2002
About the Author Anne Baber (Lenexa, KS) and Lynne Waymon (Silver Spring, MD) are nationally known experts and speakers on business networking. Their previous books include Great Connections: Small Talk and Networking for Businesspeople and How to Fireproof Your Career.