

MINDSETGO TRAINING PROGRAMS

Networking Programs

01 Your Passion Story
02 Tell Me About Yourself
03 Differentiate Yourself
04 Overcome Your Networking Fears
05 Joining, Transitioning, and Exiting a Conversation
06 Build Relationships – Create Connections
07 Growing Your Sphere Of Influence
08 Building an Extended Sales Force through Partnerships
09 Using Reciprocity to Generate Revenue
10 The Aftermath: Measuring and Maximizing Your Networking Efforts

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PROGRAM 01

Your Passion Story

OVERVIEW

In this workshop, participants will learn how to recognize your value and how to identify their process, which will set them apart from your peers and competition. Our trainers provide the key ingredients to being a succinct speaker at networking events and expand on the best practices for developing your passion story.

CHALLENGES

- Feeling like the “small fish” in a “big pond” at networking events
- Unable to articulate your unique skills and accomplishments in an eye-catching, intriguing way
- Difficulty differentiating yourself from others that have the same role, title, or experience as you

OUTCOMES

- Overcome your latent networking fears
- Identify the why, not the what
- Develop good ingredients for a passion story

SKILLS CERTIFICATION

Understanding your processes | Creating and articulating a vision | Self-awareness | Creativity

TYPE

Webinar, On-site training, eLearning

LENGTH

2 hours, half-day, full-day, or Webinar*

Note that webinars are 45 – 90 minutes in length and do not cover the subject matter as comprehensively as on-site trainings

WHO SHOULD ATTEND

Social Influencers
Changemaker
High-potentials
Those who struggle to be assertive

PROGRAM 02

Tell Me About Yourself

OVERVIEW

In this workshop you will learn about the value of telling others about your story and how it will engage colleagues, clients, and prospects. First, you will learn an alternative to the “elevator pitch.” By using MindsetGo’s “Wow, How, Now” method, you will grow and develop your own personal narrative in three simple tiers, adaptable for any networking setting.

CHALLENGES

- The “elevator pitch” you tell others about yourself, your company, or your team seems outdated, or not effective
- You have difficulty with articulating your value, ambition, or vision due to anxiety, fear, or humility

OUTCOMES

- Present yourself in a way that makes people curious to learn more
- Define your process that makes you the best in your industry
- Storytell personal anecdotes to prove trust

SKILLS CERTIFICATION

Storytelling | Influence & Persuasion | Self-awareness | Creativity

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High-potentials

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PROGRAM 03

Differentiate Yourself

In this training session, our trainers will teach you about the vital importance of introducing yourself with an engaging job title. You will also learn the P-S-R method to describe client anecdotes and help your business use inquiry and discovery techniques to connect with others. Also, utilize strategies to grow and develop your professional alternative to an elevator pitch using the Wow, How, Now method.

CHALLENGES

- Your current job title does not accurately reflect your role, or spark the curiosity of others
- Inability to properly convey and market testimonials
- Uncertainty of how to market your client experience

OUTCOMES

- Share your secret sauce and your process of how you excel in your business
- Storytell client anecdotes to prove trust
- Demonstrate why you are an industry trusted expert

SKILLS CERTIFICATION

Building trust and rapport | Differentiation | Storytelling

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PROGRAM 04

Overcome Your Networking Fears

In this training session, you will learn how to rise above preconceived fears and anxieties surrounding networking events. You will learn the techniques that help facilitate and sustain conversation with individuals and professionals. By gaining the knowledge to spot and identify pain centers in networking conversations, setting realistic expectations for success, and understanding how to positively deal with rejection, you will overcome any fear, dread, or anxieties surrounding networking.

CHALLENGES

- You dread attending networking events due to preconceived fears or anxieties
- While networking you struggle to deal with rejection, or how to put yourself “out there” in an engaging, compelling way
- Networking seems like a chore that ends up at the bottom of your to-do list instead of an activity to generate revenue and build relationships

OUTCOMES

- Become self-aware of how you see yourself and how others perceive you
- Get important and memorable things into conversation
- Review personal weaknesses; examine how to make them into strengths
- Set realistic expectations and goals that placate anxieties, fears, and objections

SKILLS CERTIFICATION

Self-awareness | Motivation | Social skills | Confidence

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High-potentials

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PROGRAM 05

Joining, Transitioning, and Exiting a Conversation

This training session will teach you various ways to help facilitate the often awkward process of joining conversations at networking events. You will also learn strategies to transition conversations for your personal or business benefit. Finally, apply tactics to conclude conversations and move onto new prospects.

CHALLENGES

- You have no idea how to “jump in” to conversations
- Once invested into a conversation, you struggle to connect your organization’s mission/goals to their narratives as a means of transitioning the conversation
- Exiting or ending a conversation that seems to go on and on is impossible, and you don’t want to seem rude

OUTCOMES

- Transition from their business to your business during conversations
- Navigate and command conversation at networking events
- Design your own follow-up plan to networking prospects

SKILLS CERTIFICATION

Making connections through critical thinking

Gauging conversational cues through verbal and nonverbal communication

Group facilitation

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PROGRAM 06

Build Relationships – Create Connections

This training teaches you how to become vastly more self-aware about how others perceive you while building relationships and creating connections at networking events. You will also learn the different networking personality types of people at these events and identify which personality type best fits you. Finally, walk away with the ability to identify and demonstrate your personal strengths to others and connect your value to their needs.

CHALLENGES

- Once introduced, you have difficulty building meaningful relationships with professionals in the field
- Inability to connect your experiences with that of others

OUTCOMES

- Determine and solidify who you want to meet and why
- Differentiate yourself by saying what you are not
- Communicate and present yourself with purpose

SKILLS CERTIFICATION

Critical thinking | Self-awareness | Perspective taking | Relationship building

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- Changemaker
- High-potentials
- Those who struggle to be assertive
- First time leaders through seasoned managers
- No formal leadership training
- Managers who need higher performance from their team

PROGRAM 07

Growing Your Sphere Of Influence

The benefits of channel partnerships are boundless; partnerships can provide additional opportunities to generate leads, network, and share mutually beneficial business strategies. You will learn how to make investments, both physical and emotional, in your partnerships before making these commitments. Finally, you will gain the ability to craft and create an action plan with existing and future partnerships.

CHALLENGES

- Unsure of where to begin to build your network and connections
- Inability to leverage partnership relationships to their full potential
- Feeling as though your partnerships are one-sided or not worth the effort

OUTCOMES

- Qualify potential channel partners
- Stay on top of mind
- Convey your worth

SKILLS CERTIFICATION

Communicating expectations | Self-advocacy | Negotiation | Relationship building

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PROGRAM 08

Building an Extended Sales Force through Partnerships

This training program teaches you how to identify the best types of referral partners. We will also examine the relationship between proactive and reactive referrals and the implications behind each. Finally, discover how to segment your LinkedIn network and the ingredients for a referral toolbox.

CHALLENGES

- You have to chase down referrals that are often ineffective or unhelpful
- Your current partnerships are imbalanced
- You have identified useful referral partners, but you're not sure how to proceed

OUTCOMES

- Build a testimonial template for partnerships
- Protect yourself from and utilize reciprocity
- Develop a proven follow-up strategy that matches your needs and expectations to maintain relationships

SKILLS CERTIFICATION

Relationship building | Collaboration | Building trust and rapport

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Managers who need higher performance from their team

PROGRAM 09

Using Reciprocity to Generate Revenue

In this session, our trainers provide a multitude of choices on how to expand your business without cold calling or solely relying on networking. Learn how to utilize reciprocity for referral partnerships through the GIFT economy. Finally, follow a simple template to ask favors from your referral network and how to train people who will be indirectly selling for you.

CHALLENGES

- Cold calling just isn't sustainable for your business model anymore
- You've exhausted your networking pool
- Inability to leverage your existing professional relationships to be mutually beneficial

OUTCOMES

- Generate leads and create warm calls
- Identify expectations around asking and receiving favors
- Reframe obligation to your advantage

SKILLS CERTIFICATION

Collaboration | Influence and Persuasion | Critical thinking | Relationship building

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PROGRAM 10

The Aftermath: Measuring and Maximizing Your Networking Efforts

This training session covers an extensive method to properly self-assess your networking efforts. You will create and participate in a post-networking evaluation process and learn how to maintain your newly formed networking relationships, reconnect with prior contacts, and hold yourself accountable.

CHALLENGES

- You know you have difficulty networking, but are unsure where your weaknesses are
- Inability to maintain relationships after forming the initial connection/introduction
- Not maximizing your potential for networking when it comes to follow up, referrals, or partnership building

OUTCOMES

- Qualify your efforts through metrics
- Stay on top of mind
- Reconnect with relationships you've lost

SKILLS CERTIFICATION

Self-awareness and assessment | Process building | Self-accountability and motivation

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