

Communicate and Network Your Way to More Success!

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Welcome to another issue of Communicate and Network Your Way to Success. My mission is to provide you with valuable information that you can use immediately in the office and at off-site meetings, conferences and other opportunities to build relation-ships. I'll also keep you up-to-date on public workshops, events and products I offer to help you hone your skills and grow your network.

Contact me directly for conference and meeting keynotes, workshops, in-house training or consulting in vital business networking, business development, communication and team-building skills ... or if you would like to reproduce any part of this newsletter in your organization's printed or electronic media.

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In this issue:

1. **Learn the Art of Ending a Conversation**
2. **Two Mega Networking Events in April and May!!**
3. **Lillian in the Media ... Lots!**
4. **Ask the Business Networking Authority -- New Entrepreneur Asks About Having a Beard in the Workplace**
5. **Authors Marketing Group Meets in Chicago's Western Suburbs**
6. **Did You Know ...**



Learn the Art of Ending a Conversation

Have you ever "gotten stuck" with someone?

You want to move on and meet other people, and you have no idea how to do so politely. It appears that the other person would also like to network with others, and, she, too, fidgets nervously rather than ending the conversation.

You're not alone. Many people are so concerned with starting a conversation that they give no thought to extricating themselves. In fact, most workshops deal with creating a Verbal Business Card followed by your elevator pitch and give little thought to ending what you may have successfully started.

Be Upbeat

Your last words are as important as your first words. Plan and rehearse (if necessary) exit statements. Since at least 90 percent of your message is communicated through your body language and vocal tone, rate, pitch and inflection, keep an "open" stance and sound upbeat. You can easily tell the difference between people who say, "It was nice meeting you," and you think, "Yeah, sure" vs. those who sincerely say, "It was nice meeting you."

When to do it

- After about 10 minutes
- When the other person's eyes noticeably begin wandering around the room, i.e., the "lounge stare"
- When others shift their stance toward other people in the room or toward the door
- When the conversation lags
- When the other person repeatedly answers in a monotone with nothing words like "interesting," "hmmm," "really."

How to do it

- Ask for the other person's card if you do not yet have it.
- Set up a time to call or meet with the other person.
- Excuse yourself shortly after another person has joined the conversation.
- Be up front. Be cordial and begin your remarks with "It has been nice talking with you and ..."
 - I will keep your card on file for when I need ..."
 - It's my first time here, and I would like to meet some of the other members, too."
 - I haven't been here for six months, and I want to rekindle some acquaintances."
 - I can only stay for an hour, and I want to say "hi" to several other people."
 - I'd like to continue this conversation. May I call you next week?"
 - I'll e-mail you that referral tomorrow."
 - Would you like to have lunch sometime?"

And when all else fails:

- "I want to get something else to eat (or drink)."

Say Good-Bye to everyone you met.

Plan time at every event to spend a minute or two saying good-bye to everyone you met. Keep it short, upbeat and positive, and always use people's first name (which you will have remembered!)

- "Kelly, it was nice meeting you. I'll call you Thursday."
- "Bob, thanks again for the tip on the stock market."
- "Mary, I'll call tomorrow to set up a lunch meeting."
- "Ken, I'll call my associate tomorrow to share how you can help him with ... "



Have You Registered for Great Chicago Networking Extravaganza?

Excitement is mounting for the fifth Great Chicago Networking Extravaganza (GCNE)! Five new sponsors have come on board: BA Search Group, Commonwealth Capital Advisors, *DuPage Woman* Newspaper (see below), ShapeExpress and Visuals4u. Make sure you and your colleagues and friends join us from 5:15 – 8:30 pm (program starts at 6:15 pm) at the Lindner Conference Center, Lombard. Go to www.duoforce.com, and click on the GCNE logo for registration information. Contact me at lillianspeaks@duoforce.com if you, too, would like to help sponsor this increasingly popular networking event where you can grow your network and your networking skills.

The Great Networking Extravaganza is exactly as touted "great" - a great opportunity to exhibit as well as to participate in the engaging and focused networking interactions. I've had breakfast with one of the participants I met during the table topics portion, which expands the networking event beyond the one night. To Lillian, Jason and the excellent panel - thank you, thank you, thank you. Trisha Svehla, president, Managing The Mosaic



There's Also a Multi-Chamber Networking Event!

Thanks to the germ of a great idea by Diane Brod, www.weekendersusa.com/dianebrod, women in Chicago's western suburbs (plus women from other Chicago areas and men!) will gather from 7:30 am – 1 pm May 12, 2006 at Bobak's Signature Events at Seven Bridges, Woodridge, to "increase their networking savvy and make their network work for them." A big thanks, too, to the Woodridge Chamber of Commerce for taking Diane's idea and turning it into a multi-chamber function! Already on board are the Elmhurst, Lemont, Lisle, Warrenville and Westmont chambers. The highly interactive program also includes breakfast, lunch, exhibits and an early morning Ice Breaker! Call 630-960-7080 or visit www.woodridgechamber.org for more details. BTW, all chamber members get the low \$45 price. Non-chamber members are \$55.



Lillian in the Media ... Lots!

We are pleased to share with you four recent articles Lillian wrote for local and national media so you can gain even more valuable relationship-building tips. You can read all of them at www.duoforce.com/ldb/media.htm.

- **DuPage Woman Newspaper**, March-April 2006
"Networking Works When You Know How"
This article and an ad helped inform the newspaper's 175,000 readers about the fifth Great Chicago Networking Extravaganza
- **Imaging Spectrum**, February 2006
"The DISC Approach to Customer Service and Relationship Building"
- **Professional Society for Sales & Marketing Training** newsletter, January 2006
"Top 10 Business Networking Tips for Sales and Marketing Trainers"
- **School Food in Florida**, Winter 2005
"Work an Event, Not Just a Room"

The last article had an interesting twist. Members of the Florida School Nutrition Association were able to earn CEUs by taking a test based on the article! Talk about rewarding members for reading a publication!



Ask the Business Networking Authority

Do you have questions about business networking protocol or how to network strategically? Send them to me at lillianspeaks@duoforce.com, and I'll answer as many as I can in this newsletter. Put "question for newsletter" in the subject line.

I am in the beginning stages of starting a Human Resource company. I have been in this industry for the past decade and have had several positions. I have worn a beard off and on for the past 5 years, and it has appeared not to be a problem for my employer or me. I wear it low and keep it groomed every three days. My dilemma is that a few friends have suggested that I shave it since now I will spend more time actually selling (for myself as opposed to someone else) services to more conservative clients. I spoke with a former employer, and he stated that a beard should not pose a perception problem and not to worry about the objections of my friends. What do you recommend?

Wayne C.

I agree with your friends' suggestion, however, not because they are 100 percent correct. Rather, because of perception, which is reality to the perceiver. As an entrepreneur, your world has greatly expanded, and now you have to deal with the reality of many, varied clients (hopefully!) who also will vary widely in their corporate cultures, their backgrounds, their values, their beliefs and the perceptions on which they base their opinions. You are still in control. You can choose to retain your facial hair and not work with people who might view it unfavorably in their workplace, or you can become clean-shaven and eliminate what might be a barrier. Let me know how it works out!

P.S. Wayne shaved his beard as soon as he got my e-mail!



Authors Marketing Group Meets in Chicago's Western Suburbs

Do you know about the Authors Marketing Group (AMG) that has been meeting in the Chicago area since 2002? Its goal is to help authors (especially those who have self-published) share marketing tips and opportunities. I have the privilege of writing the group's periodic newsletter, where again, members share marketing advice, events, media placements, etc. To get more information, go to www.authorsmarketinggroup.org. You can leave a note in the guest book or contact co-founder James Durkin at Jamestdurkin@hotmail.com if you would like to attend the April 6, 2006 evening meeting at the Woodridge Library. Put "authors marketing group" in the subject line. You can also e-mail me at lilianspeaks@duoforce.com if you want to know my positive experience with the group.



Did You Know ...

- Maine is the only state whose name is just one syllable.
- Our eyes are always the same size from birth, but our nose and ears never stop growing.

...until next time!

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