

NetWeaving Hosting Meetings – The Key to NetWeaving

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NetWeaving – “Good things happen to people who. . .MAKE good things happen.”

Almost anyone in sales, or in just about any field, will tell you that the secret to success is **being referred by someone who knows the other person**, rather than making a “cold call”. In a traditional sales and marketing framework, that means getting OTHERS to refer business to YOU, rather than simply calling people “cold” whom you don’t know and who don’t know you.

But, when you are in a NetWeaver’s mindset, and you’re talking about “**referrals**”, you must change your entire perspective and mindset because with NetWeaving, it’s not about getting someone to send YOU referrals, it’s all about putting OTHER people together, (i.e. referred to as ‘hosting’) and YOU are the “*referrer*” and the “*host*”.

But NetWeaving hosting is not just for persons in sales. It is perhaps the most powerful relationship-building tool which has ever been created – for any field, industry, or organization.

In short, “**virtual**”, as well as “**in-person**” hosting meetings, involve connecting together two (or more) other people just because you have reason to believe they would benefit from meeting each other - in a business, family, or personal context.

The connection can either be “**strategic**”. . .meaning you already anticipate **HOW** they may be able to work together for their mutual benefit, **OR** the connection can be “**non-strategic**” . . .meaning these are just two good people whom you believe are *givers*, not just *takers*, and you have faith that they will find ways in which they can help each other and discover people they know in common whom they never would have guessed had you not made the connection. Some of the most fun ‘hosting’ connections you will ever make, whether they be in-person or virtual, will be *non-strategic*.

Here are three versions of NetWeaving “**Hosting**” – each with an example script:

“Loaning Your Good Name” You simply give someone you know or just met, with a name (and probably phone number) of someone else whom you believe that person would benefit meeting. All you’re doing is allowing the other person to use YOUR good name as a means of introduction and entry. You are leaving everything else up to them.

Example:

You’re talking with _____ (**Name of Person**) on the phone (or in Person): “As we were talking, I just thought of someone I believe you. . .would really benefit knowing. . . (**or** would like to know. . . **or** should meet. . . **or** need to meet) _____ (**Name of other Person – and maybe a little information about her or him**)”

“Here’s his/her phone number. Give her/him a call and tell them I told you to call.”

“Virtual Hosting” (Loan your good name plus include a note) - In addition to loaning your good name and reputation to help create a connection between two persons you know and suggest they would benefit meeting, you also send an email or a personal note or letter to the other person with a bio/resume and info on his/her company, and possibly say some nice things about the person with whom you are wanting to connect the other person.

Example:

You’re talking with _____ (**Name of Person**) on the phone (or in Person): *“As we were talking, I just thought of someone I believe you. . . would really benefit knowing. . . (or would like to know. . or should meet . . .or need to meet)_____ (**Name of other Person – and maybe a little information about her or him**)”*

*Would you send me your bio and some information on your company and I’ll forward that on to her/him with a note from me indicating why I believe the two of you would benefit meeting. Then assuming _____ (**Name of Person**) agrees that it would be beneficial to meet, the two of you can go ahead a schedule a meeting. It’s tough to get two people’s schedules coordinated. . .let alone three. . .so let me know when you get it scheduled and if I can be there, I will, but it’s more important that the two of you meet while it’s still on our minds.*

“Virtual Hosting” (Loaning your name, plus note, plus phone call) – in addition to loaning your good name and writing a note or email, you follow that note up with a personal phone call to further validate the importance of the other person’s worth and the value in meeting him or her. You can also do this right on the spot with a 3-way phone introduction. The strength of a phone call from you could also eliminate the need for sending a follow up note or email.

Example:

You’re talking with someone on the phone (or in person): *“_____ (**Name of individual to whom you’re speaking**), as we were talking, I just thought of someone I believe you. . .would really benefit knowing (or would like to know. . or should meet. . .or “need to meet”).*

*Her/his name is _____ (**Name of individual with whom you’re connecting him or her**). Would you send me your bio and some information on your company and I’ll forward that on to her/him with a note from me indicating why I believe the two of you would benefit meeting. Then assuming _____ (**Name of Person**) agrees that it would be beneficial to meet, the two of you can go ahead a schedule a meeting. It’s tough to get two people’s schedules coordinated. . .let alone three. . .so let me know when you get it scheduled and if I can be there, I will but it’s more important that the two of you meet while it’s still on our minds.*

Here's _____'s phone number in case you want to give her/him a call.

"In fact, I'll tell you what. . .do you have a few minutes right now; let me see if I can get _____ (Name of Person) on the phone and I'll introduce the two of you and suggest why I think the two of you should meet."

In-Person Hosting (NetWeaving at its best) – Even though the effectiveness and benefits derived from any of the above “virtual” connections are *good*, they dwarf in comparison to mixing in one or two ‘**in-person**’ NetWeaving hosting meetings a week.

Why is “hosting” an ‘in-person’ NetWeaving meeting so superior to a “virtual” one?

1. With any of the “virtual” levels, you’re leaving the work of setting up the meeting to the two others (although sometimes in Level 3, you can actually help set up the meeting at time of introduction). With “in-person hosting”, you are the one doing the work of setting up the meeting and it IS work, with everyone’s busy schedules and sometimes needing to address the questions of, “*Why are you doing this?*” and “*How am I going to benefit from meeting this other person?*”
2. It’s very important with “hosting” an in-person meeting that at the opening of the meeting, you first start out with a little overview of NetWeaving and WHY you felt the other two persons would benefit from meeting each other. This sets the tone of the meeting as one of, “*How can I help you?*” I recommend that you hand out a copy of the NetWeaver’s Creed which you can print out from the www.netweaving.com website. Just letting them read it will do the job of setting the right atmosphere.
3. With “in-person hosting”, you are there to experience the magic and energy that almost always flows forth, once the parties start talking. But, what is most interesting is that in the vast majority of cases, I’ve found that the most significant thing or things the two people find in common, or the key benefits derived from being introduced, are not what you had assumed up front when you set up the meeting. They discover someone in common whom they both know well; or they go to the same church, or they belong to the same club, or they have hobbies in common, etc. OR they discover ways they can help each other. . .with connections and/or resources. . .which you never thought of prior to making the connection.
4. But the ‘icing on the cake’ when you are there to ‘host’ a NetWeaving meeting in-person is that we find that at the end of between and 8 and 9 out of every 10 ‘in-person’ hosting meetings, one or both of the persons whom you have brought together, turn to you the moderator/host. . .thank you, and then say, “*How can we help you?*” Instead of suggesting something self-serving, watch when you simply ask each of them to ‘pay it forward’ and to host a meeting for two other people. **Not only will they agree to this, after agreeing, they will still come back and say, “OK, we’ll do that, but really, how can we help you?”**

Example:

You're talking with someone on the phone (or in person): " _____
(**Name of individual to whom you're speaking**), as we were talking,
I just thought of someone I believe you. . .would really benefit knowing
(**or** would like to know. . .**or** should meet. . .**or** "need to meet").

Her/his name is _____ (**Name of individual with whom you're
connecting him or her**). Would you send me your bio and some
information on your company and I'll forward that on to her/him with a
note from me indicating why I believe the two of you would benefit meeting.
Then assuming _____ (**Name of Person**) agrees that it would be
beneficial to meet, I'd like to 'host' a meeting to introduce the two of you
to each other.

We call this "NetWeaving"! It's a Golden Rule and Pay It Form of
networking which is all about connecting people just because you enjoy
doing it and because you believe that 'what goes around, comes around'.

Would that be ok?