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## **SIOR fall national convention in Minneapolis attracts 450**

December 11, 2008 - Spotlights

The SIOR Fall National Convention was held from Wednesday, October 29th to Saturday, November 1st at the Hilton Minneapolis located downtown Minneapolis. Approximately 450 SIORs and guests attended. SIOR held its Opening General Session on Thursday, October 30th with Keith Ferrazzi who is the founder and CEO of Ferrazzi Greenlight. The topic was Relationships for Revenue Growth. Forbes and Inc. magazines have designated him one of the world's most "connected" individuals. He provides leaders with advanced strategic consulting and training services to increase company sales and enhance personal careers.

Here are the highlights from Ferrazzi's presentation thanks to Greg Klemmer who attended as an officer of the New England Chapter. Ferrazzi gave 15 tips on how to be a Conference Commando and be able to build relationships with extraordinary people.

### **1. Remember the 7 P's**

Proper Prior Planning Prevents Piss-Poor Performance. In the military the side that determines where, when, and how an engagement is fought usually gains an insurmountable advantage. So get focused and know why you are really attending the conference. What do you want to achieve at the conference? Who do you want to meet?

### **2. Know your targets**

Get the list of conference attendees somehow. Then note those you want to meet. Keep that list with you at all time so you know whom you've met and whom you still need to meet.

### **3. Gather intelligence**

If you want to get to know someone, you need to figure out how you can help them. Research the person; google them and learn about their human sides. Then find your currency for them that can make them more successful.

### **4. Strike Early**

Don't wait for the conference to start your networking; start a week ahead of time and call the top 2 or 3 people you want to meet. Leave a message to meet for dinner or drinks on the first night.

### **5. Never attend a conference**

Be a speaker at the conference or get a 30 second commercial. Ask a great question at a Q&A session and be known. People may come up to you with your new celebrity status.

### **6. Slight the speakers**

Don't waste time meeting speakers after a program. Instead meet other brilliant people.

### **7. Get a wingman**

You can start more of the relationships if you team up. Your team player and you can provide motivation, guidance and assistance with each other. Both of you can watch each other's back and provide support while networking

#### 8. Draft off a big kahuna

Get to know some of the more well known people at the conference or conference organizers.

#### 9. Be an info-hub

Get really familiar with the conference program and pick the brains of staff on the ins and outs of what's happening. Get in the loop on private parties.

#### 10. Work hard on break

Don't run off to check email; meet people instead.

#### 11. Hijack a dinner

Arrange a dinner or special place out on the town you're visiting with people who care about a particular topic that matters to you. Or modify a conference meal that's already paid for by inviting specific people to join your table as you meet them during the day.

#### 12. Let Your Guard Down

When talking with targets, talk about the stuff that matters to you and them, not the weather. The listen, listen, listen. Intimacy and Giving are the 2 keys to making quick connections that jumpstart lasting relationships.

#### 13. Master the Deep Bump

Once you have taken your conversation with a new acquaintance down deep, secure an invitation to reconnect later. Then bump! Move on and meet more people and build more relationships.

#### 14. Take names (and notes)

Before the deep bump, get a business card. Jot down a few words on the back side to remind yourself on what you discussed and when you plan to follow up.

#### 15. Follow up or Fail

Don't wait until you return home to ping people. Shoot out follow-up emails each night of the event or write them during your flight home or you will end up with a stack of cards that are rubber banded and on your desk for a year.