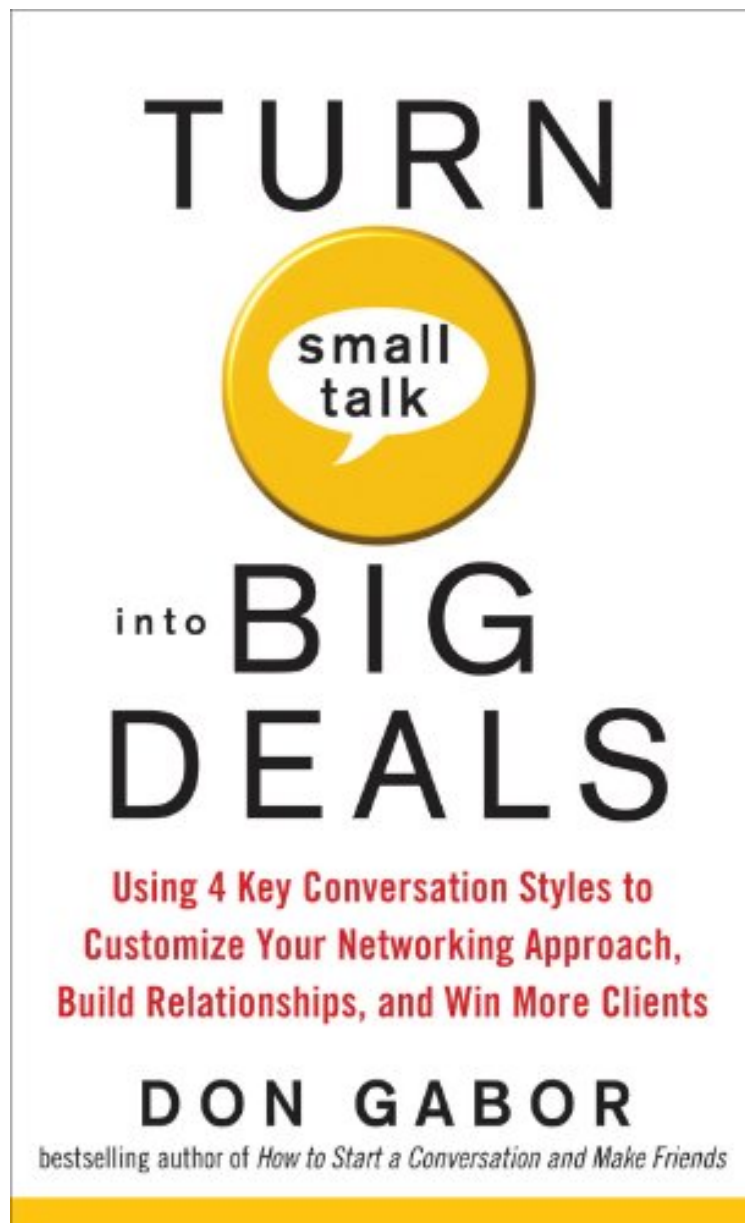


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Don Gabor

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Don Gabor : Turn Small Talk into Big Deals: Using 4 Key Conversation Styles to Customize Your Networking Approach, Build Relationships, and Win More Clients (Business Books)

before purchasing it in order to gauge whether or not it would be worth my time, and all praised Turn Small Talk into Big Deals: Using 4 Key Conversation Styles to Customize Your Networking Approach, Build Relationships, and Win More Clients (Business Books):

3 of 3 people found the following review helpful. Networking effectiveness
By Edward Mendlowitz
Highly recommended for anyone in business - the experienced as well as beginner. Networking success is essential for moving forward. Three of the many super tips I got were how to develop great ice breakers - I always have trouble with that first sentence; extricating myself tactfully from time wasters; and requesting a guest list to a dinner in advance which is a simple suggestion that never occurred to me. This book is a must read for anyone wanting to improve their techniques gaining new relationships.
0 of 0 people found the following review helpful. This is a must-have book for anyone who wants to do serious networking.
By Leil Lowndes
I always thought I was pretty good at networking—meeting people, gradually bringing the subject around to what I wanted, etc. But after reading Don Gabor's book, I realize there is so much more to it than that. One size does NOT fit all when networking with people. Thanks to incorporating the principles in the book, I now recognize my own networking style, and feel far more effective. I actually enjoy networking now!
Also, the book taught me to recognize other people's networking styles. Are they Competitive? Outgoing? Amiable? Analytical? Recognizing another's networking style is a tremendous help in communicating with them better.
Just like another Gabor book, the excellent "How to Start a Conversation and Make Friends" can help anyone make friends, "How to Turn Small Talk into Big Deals" can make anyone a more effective and confident networker.
1 of 1 people found the following review helpful. Some Silly but Many Helpful Tips
By Lisa Shea
A key part of "Turn Small Talk into Big Deals" is helping you learn your own personal style, so you can find ways to fit that style into a number of situations. Are you competitive? Outgoing? Amiable? Analytical? Whatever your natural style, you're assisted in learning how to network with others in a variety of situations. When you meet with people, find ways to agree on points, avoid criticism, and budget your time to maximize your efforts. Find ways to get involved and to be seen. Network with *everybody* - you never know who will be the perfect link to a lead!
Even when you meet up with competitors, be friendly. You never know when circumstances will change. If nothing else, learn their strengths and weaknesses.
If you're attending an event, ask for the guest list first, so you know how to prioritize it. Carry the list with you, and focus on remembering names. When you come up to a group you want to join into, lurk by it first, listen in, see if it's friendly. You want to avoid complaints. Nod, smile, make eye contact, and add in a friendly - not disagreeing comment.
If someone is interested in your services, always put serious discussions off until later. Leave that first talk with a great impression.
You'll run into noxious networkers occasionally - be alert, deal with them, don't debate, be friendly, say it's been interesting, and move on.
Follow up with everyone you meet, to stay in the loop. Choose your time wisely - more is not better. Some events are simply not helpful. Avoid negative / complaining talk, even about competitors. You want to be remembered for your positive qualities.
Get a card holder for your purse, always keep cards on you. Practice your short speeches.
The book then has a TON of situations with descriptions of conversations in them. Some of them are helpful - but some are absolutely silly. If you're in an elevator, don't talk about elevator crashes! If you're on a plane, don't talk about plane crashes! Hopefully most people know these sorts of things.
Still, in general the book has quite a lot of helpful information for those starting out in networking. So it's well worth reading and gleaning the tips from it.

DON'T JUST NETWORK HARD—NETWORK SMART! Turn Small Talk into Big Deals presents a revolutionary new approach to the timeless topic of networking. Bestselling author and communications trainer Don Gabor introduces you to four distinct networking styles—Competitive, Outgoing, Amiable, and Analytical—to help you identify, adapt, and respond to other people's particular styles. With this book, you'll establish instant rapport with anyone you meet and quickly build a relationship that profits both of you.
"If you want to be a better networker, take your business to the next level, and make a lot more sales, especially the big ones, then buy Turn Small Talk into Big Deals. It's a winner and after reading it, you will be, too!"
—Stephan Schiffman, author of Cold Calling Techniques (That Really Work!)
"If anyone knows how to effectively turn our words into the big deals, it's Don Gabor. He's a proven communicator."
—Audra Lowe, talk-show host from BetterTV
"If there were one person I would want to lean on for this critical information, it is Don Gabor. This book is a must-read."
—Ron Karr, CSP, author of Lead, Sell, or Get Out of the Way