

# POCKET-SIZED NETWORKING SCRIPTS

## OVERVIEW:

For service-based sales professionals, social events offer ample opportunities to make connections and jumpstart profitable relationships.

*Print out these networking scripts and use them to have meaningful conversations with the people you meet.*



## WHAT'S INCLUDED:

- **Small Talk/Networking Scripts**  
*Quick guides for having essential conversations.*

# WEDDING RECEPTION/ COCKTAIL HOUR

**There's no doubt about it: weddings are great for networking. By necessity, you're spending a lot of time in the company of people you know, as well as some you're meeting for the first time. And that means you've got plenty of chances to strike up a conversation.**

Start off by greeting the people around you. If you're meeting someone for the first time, don't hesitate to introduce yourself.

*"Hi, my name's [your name]. I'm a [friend/family/coworker] of [name of person getting married]. How do you know the happy couple?"*

You can also build rapport by commenting on something that you're enjoying about the festivities. For example:

*"That ceremony was beautiful, right?"*

*"I'm really enjoying the music here. This DJ is great!"*

If you see someone enjoying the wedding's signature drink during cocktail hour, you can also use that to break the ice.

*"Wow, is that the [name of signature drink]? It looks really refreshing. What do you think of it?"*

From there, get to know the person you're talking to.

- Ask where they're from.
- Inquire about their hobbies.
- Find out what they do for a living.

Of course, when you find out what they do for a living, you can mention what you do, as well. If you've worked with the newlywed couple in the past, so much the better. For example:

*"I'm actually a real estate agent. I recently helped [name] and [name] buy their first home."*

Above all, have an organic conversation based on what you learn about the person you've just met. Take an active interest in them and their life. Spend more time asking questions than you do telling them about yourself. This will make them feel important and respected.

Before parting ways, you can leave them a copy of your business card, or exchange social media handles—with the idea that you'll be able to help them later, when they need your services (or know someone who does).

*"This has been great! Before [I/you] go, I just wanted to exchange information so we can stay in touch. If you ever need help with anything related to [your industry], don't hesitate to reach out."*

Now that you've made an introduction and established rapport, you can begin building this new relationship.

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# FOOTBALL VIEWING PARTY

**In many cases, the key to your next transaction lies in the people you already know: your sphere of influence.**

**During football season (or, really, any season when people gather to watch sports), you may find yourself spending a few hours with friends, neighbors, and colleagues. Apart from being a chance to bond and catch up, this is an excellent opportunity for you to generate referrals.**

***"Hi [name], it's good to see you! How have you been?"***

Again, it's important to keep most of the conversation focused on the person you're talking to. Ask questions that show you're invested in them on a genuine, human level. For example:

***"How's [spouse] doing? And the kids?"***

***"How's your car holding up?"***

***"I saw on Facebook that you went to [vacation spot]. It looked like an amazing trip!"***

When you're catching up with someone you already know, the conversation will inevitably turn to your respective careers. Once the person you're talking to asks how work is going, you can get them invested in your professional success.

***"Thanks for asking, [name]. [Business is booming/It's been going well/it's a little slow right now.] The thing with [your line of work] is that I'm always looking for more clients. Do you happen to know anyone who [is looking to move/needs help investing/has other business need]?"***

If so, this is where you'll want to get the potential client's information—or, if that's not feasible, give your information to the person you're talking to and ask them to pass it on. If they can't think of anyone at the moment, you should still work to create referral consciousness.

***"I understand. If you happen to think of anybody later, I'd definitely appreciate it if you let me know. I've got big goals for my business, and referrals are a major part of how I can make them happen."***

Share an item of value as a way to give this person your contact information. If you're a ReminderMedia customer, make a recipe from your magazine, and be sure to bring a copy with you. By giving them a recipe on one of your customizable Tear Out cards, you're ensuring that your branding will remain inside their home for the foreseeable future. Then, when this person knows someone who needs your services, you'll be top of mind and easy to get in touch with.

# POTLUCK DINNER

**At a potluck dinner, the focus is typically on two things: food and conversation. It makes sense, then, that one of the best ways to make connections at a potluck is by talking about the food.**

Start by bringing a delicious, but unique dish—like one from the pages or website of American Lifestyle or Start Healthy magazines. Then, go around and sample the various other dishes on-hand.

Approach someone (ideally someone you haven't met) and strike up a conversation about the food.

***"Hi, my name is [your name]. What's yours?"***

***"Nice to meet you, [name]! Wow, there is so much great food here! Did you bring something?"***

Then, when the other guest tells you what they brought, you can make a great first impression by complimenting them in a genuine way.

***"That was you who brought the [dish they prepared]? It's delicious! It was so [adjective to describe the food]."***

Ask if the dish was difficult to prepare (or, if they didn't prepare it, where they bought it). When it makes sense to do so, find out whether they've tried what you brought.

***"I actually brought the [dish you prepared]. It's my first time making it, but I had some earlier and thought it turned out pretty well! Have you had a chance to try it?"***

Respond organically to whatever this person says. If they enjoyed the food, offer to share the recipe. If you're a ReminderMedia customer, have a promotional copy of your magazine with the recipe inside.

***"This is my magazine, and it's got some other great recipes inside. You can take it home with you, if you want, and try making these recipes yourself. By the way, I'm a [real estate agent/financial advisor/other profession], so, if you ever need help with anything, my contact information is right here on the cover."***

This conversation doesn't have to take place all at once, but you get the idea—use delicious food and the accompanying recipes as a networking strategy, in order to stay top of mind with the people you've just met.

Ultimately, by offering value right away, you're creating good feelings around you and your business that will last long after the party has ended.