

Networking: What did you actually want to sell me?

- I don't know you
 - I know nothing about your company
 - I know nothing about your reputation
 - I don't know your customers
 - I know nothing about your products
- ... So what did you actually want to sell me?

Positioning

Feelings



Informal relationships



Networking



Networking management



Positioning

Dominant

Effective

Use

Planning

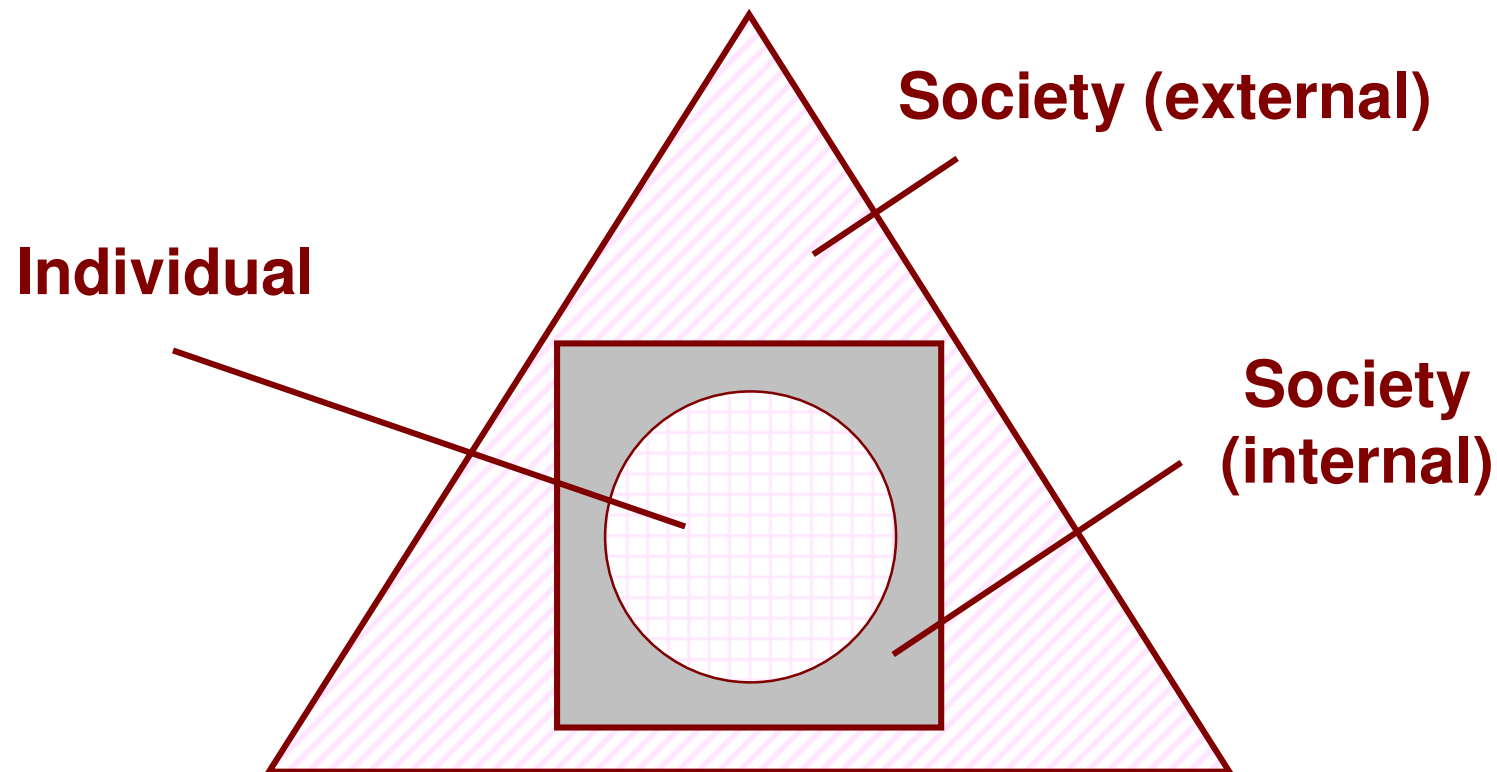
Goal

General advantage

- Better communication and information
- Saves time and money
- Motivation
- Opens new doors

Networking management

Integration internal and external networks

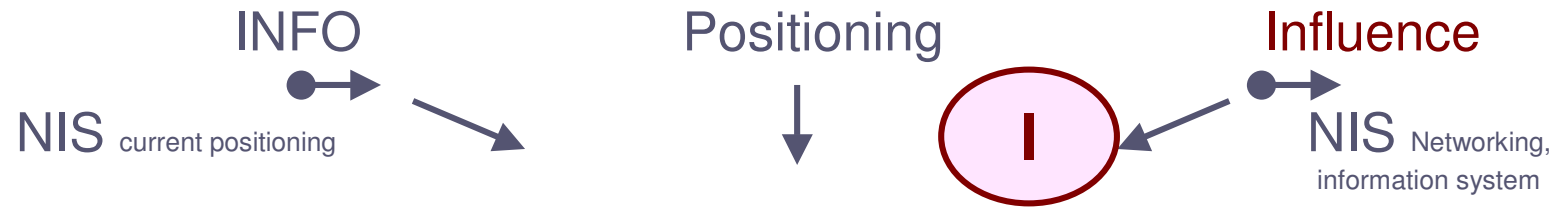


Theory

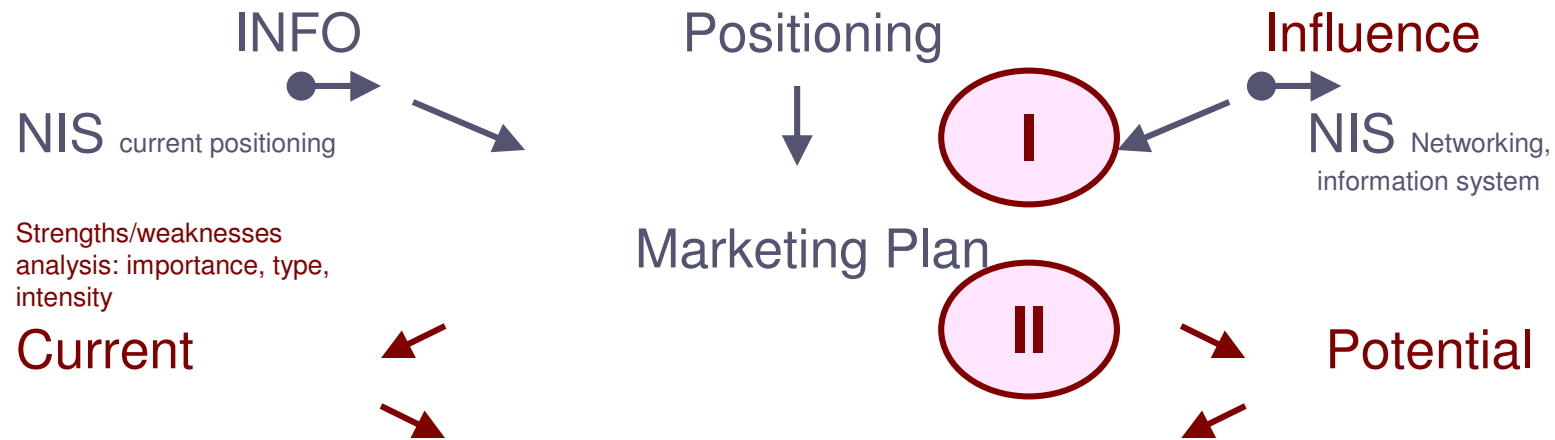
- Marketing in the organisation
- Informalisation
- Learning organisation
- Chaos theory
- Configuration theory

Networking Management Step-By-Step Plan

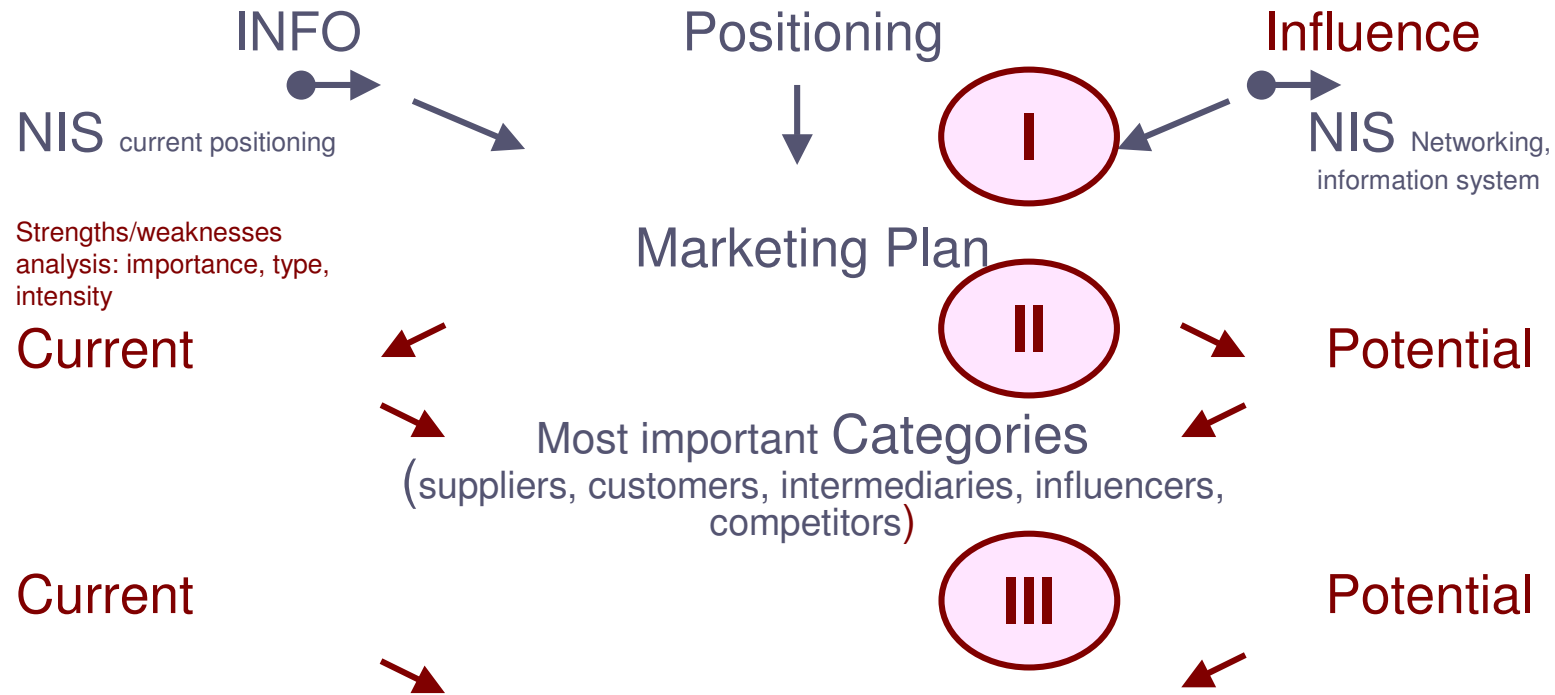
Networking Management step-by-step



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Networking Management Step-By-Step Plan



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Most important

POINTS OF DEPARTURE

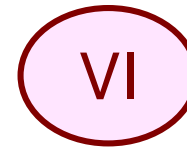
(Positions, memberships, hobbies, views etc. of the most important decision-makers)

Current

Opportunities/threats analysis:

accessibility (intensity),
restriction (competition),
added value
(relationship)

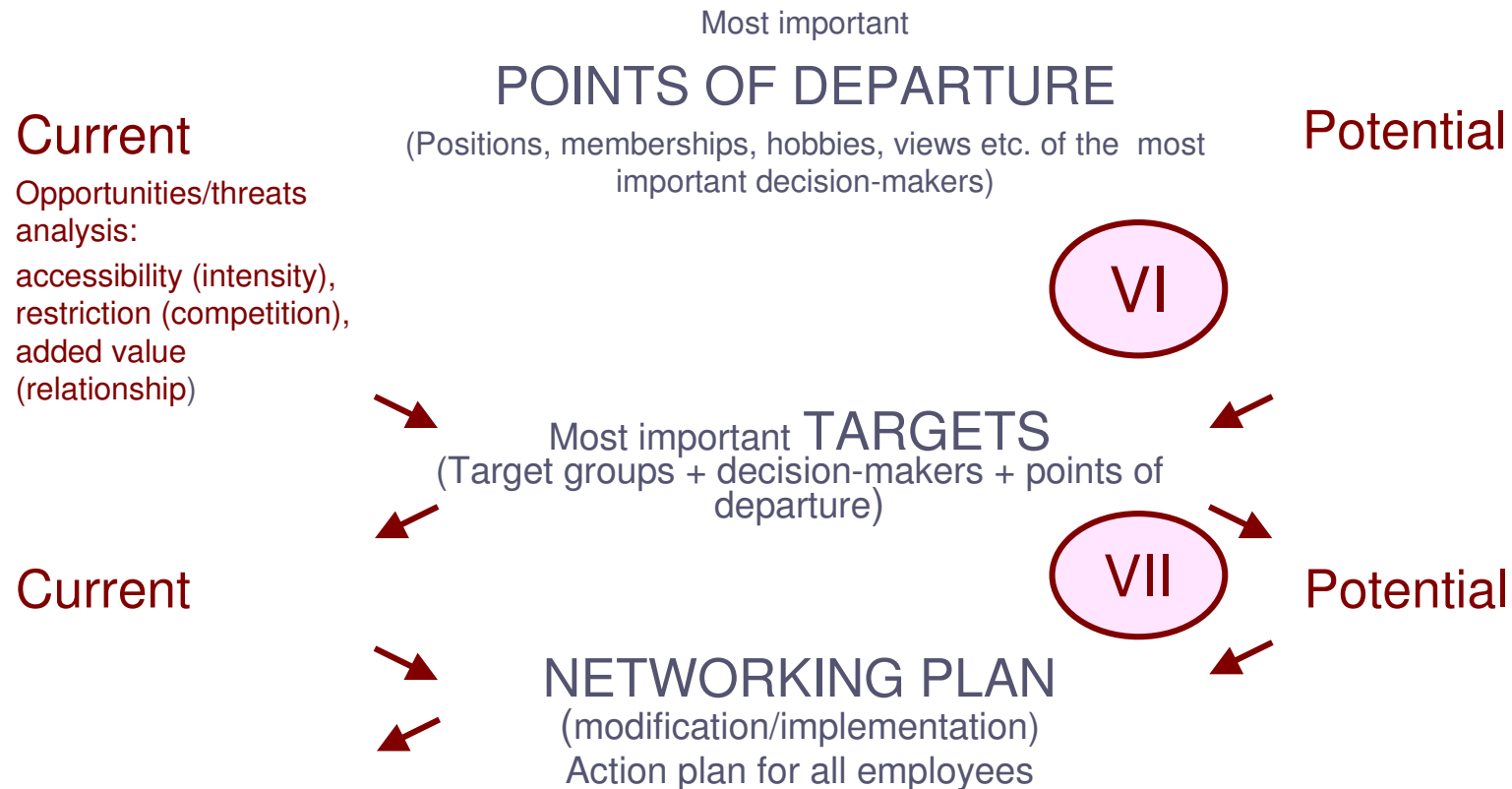
Potential



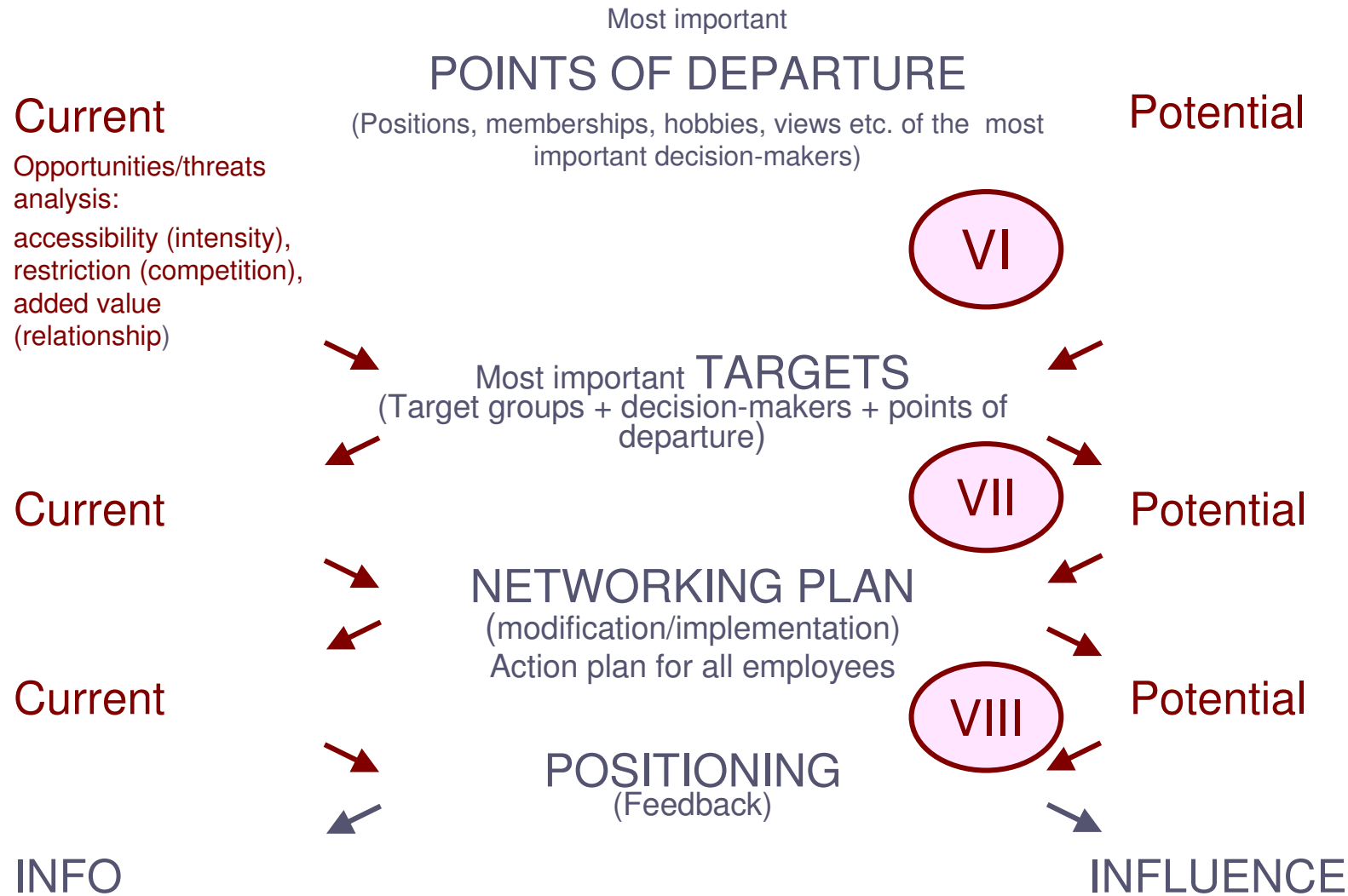
Networking Management Step-By-Step Plan



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The structure of networking: why?

Motives for organisations to start with systematic network management

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6. Collaborative motives

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5. Listen carefully to your network members and try not to allow your perception to be coloured by your own opinion. Most of all, try to hear what you do not want to hear

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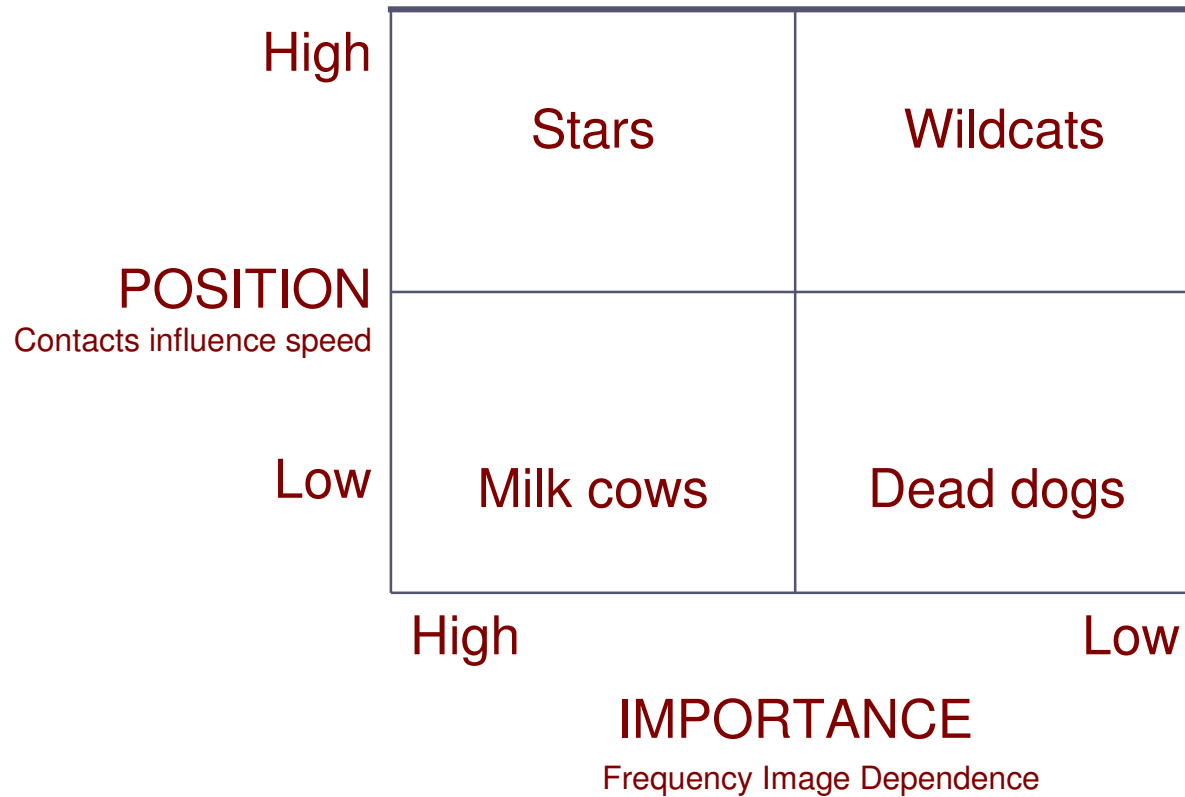
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10. Avoid pure ritual management by walking around

Network priorities



Markets

		MARKETS	
		Existing	New
PRODUCTS/ SERVICES	Existing	Sales promotion/ Penetration	Market development
	New	Product development	Diversification

Importance

Analysis of possible actions in terms of the development of products and services in various markets

Position: contacts influence speed

Importance: Frequency Image Dependence

Positioning/influence categories formal 2

EXTERNAL/ TARGET GROUPS

- Opinion leaders
- Final
- Potential
- Intermediary
- End users

INTERNAL

- Opinion leaders
- Divisions
- Implementers
- Supervisors
- Umbrellas/holdings

EXTERNAL/ PERSONAL

- Opinion leaders
- Family
- Friends
- Acquaintances

POINTS OF DEPARTURE

- SOCIAL
- CULTURAL
- IDEOLOGICAL
- HOBBY
- SPORT

EXTERNAL/ PERSONAL (2)

- Opinion leaders
- Family
- Friends
- Acquaintances

EXTERNAL/OTHER (1)

- Opinion leaders
- Industry org.
- Special interest org.
- Advisers
- Government
- Financiers
- Competitors
- Suppliers
- Colleagues
- Media

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