



NETWEAVING – A POWERFUL TOOL FOR DEVELOPING RELATIONSHIPS



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N*etWeaving* is a philosophy, as well as a set of learnable skills and strategies created by Bob Littell, a consultant from Atlanta, Georgia. It is a form of networking which focuses on helping others. Instead of looking for “*What’s in it for me?*” the NetWeaver will approach the relationship with a different focus “*What’s in it for them?*” As result, stronger and more valuable associations are developed.

NetWeaving is the business version of the popular book by Catherine Ryan Hyde “*Pay It Forward.*” As demonstrated in the book people, businesses, and communities will achieve a greater level of success by helping others to do the same.

The essence of NetWeaving is the ability to help others achieve their goals and in doing so, having the confidence to know that over time, you will also benefit. NetWeavers act without regard for what they will receive in return.

Since a skilled NetWeaver is constantly looking for ways to bring people together, instead of talking about them when they meet a new person, the NetWeaver will ask high gain questions to discover information about that individual. For example:

- How do you create revenue in your business?
- What does your best prospect look like?
- Tell me the story of how you landed your best client or customer?
- What are the strategic differentiators that make you unique?
- Who are the three or four people you would like to meet either by name or title?

When communicating with other people, the NetWeaver is looking to determine:

1. Is there someone I know who would benefit from knowing or meeting this person?
2. Could this person provide information and/or resources to someone else I know?
3. Has this person impressed me so much that I need to get to know them better, and if they continue to impress me with their exceptional value, should I make them part of my Trusted Resource Network?

There are three key elements of NetWeaving. The first is learning to become a *Strategic Connector* of others – putting people together in win-win relationships.

The second element of NetWeaving is learning how to position yourself as a *Strategic Resource* or the go to person – with no strings attached.

The final skill is to become a *Strategic Relationship Magnet* by searching for and identifying individuals to build strong relationships with who are exceptional at what they do – either personally or professionally, and inviting them to become part of your *Trusted Resource Network*. This your personal pool of experts that are available for you to refer to others. The strength of the resources that you can provide your clients, associates, prospects and friends are limited only by the strength of the people in your network.

Learning to listen for opportunities to help others can become the most valuable habit you will ever develop. In traditional networking you are looking for people to refer business to you. When you are in a NetWeaving frame of mind you are *talking* about referrals. It is not about getting someone to send you referrals, it's all about putting people together, and you are the referrer. There are four levels of giving referrals in NetWeaving. They are:

1. **Level One Referral: *Loaning Your Good Name*** – You simply give someone the name and contact information of someone else whom you believe that person would benefit from meeting. All you are doing is allowing the other person to use your good name as a means of entry. Everything else is left up to them.
2. **Level Two Referral: *Loaning Your Good Name Plus a Written Introduction*** – In addition to loaning your good name and reputation to one of the two people you are suggesting should meet, you also send an e-mail or a personal letter to the other person. Include an explanation of why you think the two would benefit from meeting, as well as a testimonial for the person you are referring with a biography or resume and information on his/her company.
3. **Level 3 Referral: *Loaning Your Good Name, Plus a Written and Telephone Introduction*** – In addition to the information in the level two referral, you follow-up with a personal telephone call to further validate the importance of the person's worth and the value of meeting the other person. You can also do this by means of a three-way phone introduction with both parties. The strength of the telephone call could eliminate the need for sending a note or e-mail.
4. **Level 4: *Hosting the Introduction*** – Even though the effectiveness and benefits derived from any of the above referral connections are good, they dwarf in comparison to hosting an introduction meeting. Hosting a meeting will give you the opportunity to provide an overview of why you feel the other two people would benefit from meeting each other. Hosting the meeting is the best form of giving a referral.

The more you recommend and refer others, the more you will be recommended and referred, as long as you are viewed as qualified, competent, dependable, and remarkable at what you do.

Building a Trusted Resource Network

The individuals in your Trusted Resource Network should be the “best of breed” in their service and industry. Since your reputation is on the line each time you give a referral, you need to make absolutely sure that the person you are referring will do an exceptional job. Third party testimonials about the quality of their work and recognition from acknowledged experts in their line of business are the best sources of this information.



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People in your Trusted Resource Network should:

- Demonstrate a high degree of integrity and sense of urgency.
- Prove that they are competent at what they do.
- Provide exceptional service that always exceeds your expectations.
- Have a positive mental attitude.
- Exhibit a need for accomplishment.
- Develop a strong relationship and intangible bond with you.

Be very careful in your selection process if you really want your network to be powerful. If you put your network together properly, it will be a tremendous reflection on you and a powerful source of new business.

Visit www.netweaving.com for more information on the power of NetWeaving.

About the Author

Eileen P. Monesson, MBA, is the Marketing Director for Cowan, Guteski & Co., P.A. In this role she is responsible for strategic marketing planning, practice development and public relations. In addition, Ms. Monesson works with clients of the Firm with the development and implementation of business and marketing plans. She has more than 25 years of experience in marketing and sales in the professional services industry.

Ms. Monesson holds a Master of Business Administration degree in Marketing and Computer Information Systems from the Lubin School of Business at Pace University and a Bachelor of Science degree in Marketing from The Richard Stockton State College of New Jersey. She is the Chair of the CPAmerica Executive Marketing Committee and a member of the Association for Accounting Marketing, Jersey Shore Public Relations and Advertising Association, PM Forum, and sits on the planning committee for the Atlantic Builders Convention for the New Jersey Builders Association.

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