



# Networking for Consultants

IEEE-CNSV Panel

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# Panel Members

- Peter Salmon – Consultant, Expert, Entrepreneur, CNSV Member
- Andy Sinsigalli – VP, Investments AG Edwards
- Miguel Gomez – Consultant, Expert Witness, Entrepreneur
- Brian Berg – Consultant, Expert, CNSV Chair
- Kim Parnell – Moderator – Consultant, Expert, CNSV Member



# Why Network?

- Make new contacts
- Be remembered
- Help others
- Practice → comfort

Survey on [www.15secondpitch.com](http://www.15secondpitch.com) shows that:  
“69% of 2505 professionals have trouble explaining what they do ...”



# Your Brief Intro Pitch

- 15 seconds max.; “Less is More!”
- Practice it (CNSV Meetings, parties, hikes!)
- Have a “hook” (what you do, why you are the best)
- Make it memorable
- [www.15secondpitch.com](http://www.15secondpitch.com) has other suggestions



# “Schmoozing” Tips

- Be more of a host
- Avoid “rock piles”
- Never “hotbox”
- Flexibility to share and receive

*SJ Mercury News, July 20, 2007*



# On-Line Networking

Face to face networking is essential, but

- Networking websites – another dimension

- [www.Linkedin.com](http://www.Linkedin.com)

- Personally have received consulting contacts
- Small network - small value
- Large network – rapidly increasing value as your network grows