



NAIOP Northern Virginia Developing Leaders

NAIOP
COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION
NORTHERN VIRGINIA CHAPTER

Networking 101

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Program Purpose

What is Executive Presence?

When you meet someone face-to-face-- **93%** of how you are judged is based on non-verbal data-- your appearance and your body language.

Only **7%** is influenced by the words that you speak.

Whoever said that you can't judge a book by its cover failed to note that people do.

You only have one opportunity to make a great first impression!!

What is Executive Substance?

- Topic 1:** Executive Image
- Topic 2:** Networking & Business Development
- Topic 3:** Dining Etiquette
- Topic 4:** Electronic Etiquette—
Voice Mail; Email; Social Media;
Blackberries

TOPIC 1: EXECUTIVE IMAGE

THE WARDROBE:

- Basic Suit—black, navy or grey
- Crisp White Shirt/Blouse
- Simple Accessories—ties for men; scarves for women
- Appropriate Shoes
- Business Casual Attire—for casual work days and client outings

Leticia Baldrige's Shopping Tips

Questions:

1. Is this appropriate for my job?
2. Is it a fad? Will it last for many seasons?
3. Can I afford it?
4. Does it fit properly?
5. Is it comfortable?
6. Is it right for this season, this climate?
7. Is the fabric of good quality?





Black Tie / Cocktail Attire



Timeless Axioms from Emily Post

1. Keep It Understated
2. Dress for the Job You Want
3. Represent Your Company
4. Keep It Neat
5. Keep It Clean
6. Don't Reveal Too Much
7. Dress for the Time of Day
8. Don't be a Fashion Victim

Casual Attire



TOPIC 2: NETWORKING & BUSINESS DEVELOPMENT



- What are your best networking opportunities?
- Find common interests
- Build relationships by being **interested** and interesting
- Questions should be on a business level
- What can I do for you?
- Your peers are your future

Building Relationships

Time and Reputation are all you have

Building Relationships

- Keep in touch
- Follow up and follow through
- Send appropriate articles
- Give before you expect to get
- Patience

- Be a thought leader, become an expert
- Share information

Offer to Help People Who:

- Are interested in your profession, including children of colleagues and clients
- Are job hunting

Know the Difference

- **LIKE**
- **RESPECT**
- **TRUST**

External Networking

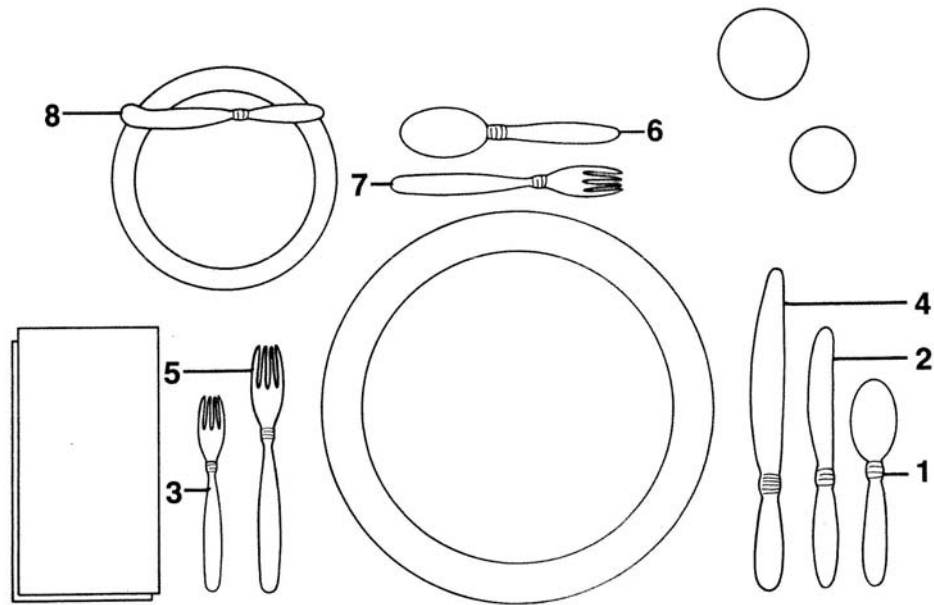
Internal Networking

TOPIC 3: DINING ETIQUETTE

What are proper table manners?



Dining Etiquette



Place Setting

- | | |
|----------------|-----------------|
| 1 Soup Spoon | 5 Dinner Fork |
| 2 Salad Knife | 6 Dessert Spoon |
| 3 Salad Fork | 7 Dessert Fork |
| 4 Dinner Knife | 8 Butter Knife |

Passing Bread and Food



Dining Etiquette



End of Meal



Happy Hour Etiquette





A Workplace Party is NOT Really a Party

TOPIC 4: ELECTRONIC ETIQUETTE

Learn the basic protocols for use of email, voicemail, cell phones, blackberries



Voicemail VS Email

■ When to Call

- When Requested
- When Preferred
- When Informal
- When Building Relationship
- When Brief/Straightforward
- When Detailed Explanation is Unnecessary
- When Client or Individual is Email Non-Responsive

■ When to Email

- When Requested
- When Preferred
- When Formal
- When Detail is Required
- When Documentation is Required
- When Expediency is Needed

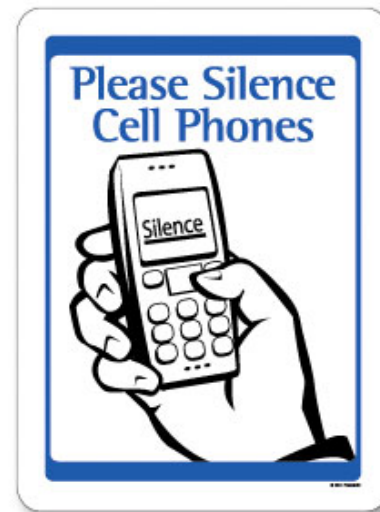
- Be concise
- Describe purpose of call upfront
- Leave your return contact information
- Note the time of your call
- Indicate response preference
- Leave phone number again S-L-O-W-L-Y at end of message

Email Etiquette Tips

- Imagine your message on a billboard or on the front page of the Washington Post
- Company E-Mails are BT property
- Know your audience
- Read messages before sending—or print
- Think before sending confidential info
- Avoid emoticons ☺
- Think carefully before forwarding
- Respond promptly
- Use the “Out of Office” feature when out

Cell Phone/BlackBerry/Crash-Berry Etiquette

- What are your pet peeves?



Did you know?

- Cell phone stats (recent research)

It's more dangerous to drive with a cell phone or BlackBerry than under the influence

Cell phones are more annoying than second-hand smoke





In closing. . .