



Sightings

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UPCOMING SEMINARS

Longview Group and the Society for Marketing Professional Services announce a NEW national seminar:

Recruit and Retain Great A/E/C Talent: The Business Development Approach

San Francisco, CA
January 16, 2008

Boston, MA
February 15, 2008

Philadelphia, PA
March 28, 2008

Tampa, FL
April 25, 2008

Chicago, IL
May 30, 2008

Essentials & Proposals Attend just one day or both

DAY 1 - A/E/C Essentials: An Introduction to the Design and Construction Industry
DAY 2 - Powerful Persuasive Proposals

Saint Louis, MO
December 6 & 7, 2007

Houston, TX
February 7 & 8, 2008

For more information, go to:
www.longview-group.com/seminars.html



Networking: The Redneck Games

by Dennis Schrag

Annually, two separate and unrelated venues offer up events such as mud-pit belly-flopping, seed-spitting, armpit generated music, redneck horseshoes (played with toilet seats), a Spam –and –jalapeno eating contest, a mattress chuck, bobbing for raw animal parts in tomato paste, and the ever-popular coed buttcrack contest.

Well now - Americana on parade. You have to trot to East Dublin, Ga. or Athens, Texas. Just imagine 10 serious-faced guys grinding away at pink bricks of Spam while Steppenwolf's 'Born to Be Wild' booms from the loudspeakers. Brings a tear to the eye.

Many of you would MUCH prefer the Redneck Games compared to the games people play at a typical Chamber of Commerce after work social. "Networking" is a permanent feature in our busy business world. If you are involved in marketing or sales of services, building trust with prospects and clients is essential. Trust building is a contact sport - face to face. That means networking events. It is nowhere near as challenging as raw pig's feet bobbing. But it can be as much fun.

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INSIGHTS...IN SIGHT

Here are a few key suggestions for more enjoyable and effective socializing with strangers:

- People enjoy talking about themselves. Ask questions to get them started.
- People feel flattered when you show an interest in them and their work/organization. They will reciprocate your demonstrations of sincere interest.
- You have more to offer others than you might think. If tossing a toilet seat can generate a crowd, think what you can do to command attention.
- Approach others, introduce yourself, and share a piece of information that could reveal the common thread you share with them.
- During conversations, listen carefully to discover shared interests or goals.
- Use your shared background or interests as the basis for sustaining conversations.

Some folks may not respond to your introduction in the way you would like. If that takes place, get over it. Just move on to the next. As long as you maintain a friendly disposition, you can plan for continued networking success by:

- Identifying the goals you want to achieve at the networking event before you go (e.g., to learn more about a career, to develop internship leads, etc.)
- Keeping a healthy sense of humor.
- Treating everyone as you want to be treated. Aside from being the courteous thing to do, you don't know who might be helpful to you in the future.

Don't forget the importance of physically moving around at networking events. Just like the Redneck Games, after a short period of time, it's probably best to mozie along. Five to seven minutes with a new person is plenty to make an impression and acquire some information for later follow up.

Unlike the Redneck Games, you really need to be careful of your liquor intake. Remember, you are at a networking event to "work." As much as a few good belts may help you become more conformable, don't do it. This is a work function.

You can't be a buttrcrack contestant at the Redneck Games by sitting down. And you can't work a room when you're sitting down either. That is where the similarities end, however. And so does this piece.

WHAT IS THE LONGVIEW GROUP, LLC?

Seeking more efficiency and effectiveness in your professional service business? The Longview Group, LLC provides you INSIGHTS through training, on-the-job coaching, expert counsel, and extra-hands services.

White Papers

Available **FREE**

The Society for Marketing Professional Services Foundation funded the development of four new White Papers in 2007.

What is a White Paper?

Originally, the term white paper was used as shorthand to refer to an official government report, indicating that the document is authoritative and informative in nature. Writers typically use this format when they argue a specific position or propose a solution to a problem, addressing the audience outside of their organization. Today, white papers have become popular tool for organizations to provide important information or new concepts that address customers' needs.

The four SMPS Foundation

White Papers are:

- 2007 Building Information Modeling: A Marketing Primer and Call to Action
- 2007 Client Needs and Preferences
- 2007 Knowledge Management and the A/E/C Industry
- 2007 Workforce Shortage

To download a copy of any/all White Paper at no cost, go to:

www.smps.org

Select: Foundation

Select: Research

Sightings will take a break in December. Look for the next Sightings in January 2008.
Happy Holidays!



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