

# Index

- 15 seconds, presentations 191–2
- ABC method  
AFTERs 107–18  
selling more 107–29
- advertising 144
- advice, simple 17–19
- after, presentations 229
- after the event, networking 76–81
- AFTERgrid™ 111–13, 127–8
- AFTERs 4  
ABC method 107–18  
AFTERgrid™ 111–13, 127–8  
benefits 130–1  
communications 9–19  
differentiating 130  
focus 117–18  
Green Corridor of Doom 231–4  
networking 62–7  
pricing 130–1  
professions 99  
referrals 160–1  
RITES 111–12  
selling more 96–118
- aim, networking 43
- ‘Anything else?’, selling more 114–15
- attributes, business books 2–3
- audiences  
concentration 201–2  
empathy 197–8  
golden rule 197  
JOLT analysis 198–201  
memory 213–17  
presentations 197–217
- Be certain, selling more 119–22
- beachball, selling more 101–2
- big question, networking 60, 71
- bluntness, networking 38–9
- boredom 5–6
- business cards, networking 41, 69–71
- call to action, presentations 211–13
- certainty, selling more 119–22
- chat, networking 67–8
- clients *see* customers
- closed/open groups, networking 50–6
- closing the deal, selling more 115–16
- clutter, presentations 208–9
- coffee, networking 26–9
- communications xi–xiii  
AFTERs 9–19  
business 4, 5–8  
effective 9–10  
jelly effect 5–8  
jelly-free 10–12
- communications (*continued*)  
persuasive 8  
relevant 7–8  
rules 12–17  
successful 10–12
- computer company, selling more 123–7
- concentration, audiences’ 201–2
- context, AFTERs 12–17
- conversation steps  
knowing what to say 56–72  
networking 56–72
- Convince, selling more 122–9
- copying, networking 83–4

- customers
  - see also* selling more
  - potential, networking 29–32
  - referrals 162
  - referrals, jelly-free scripts 166–71
  - successful communication 11
- dates, finding 138–43
- ‘Death by PowerPoint’, presentations 221–2
- delivery skills, presentations 226–8
- differentiating, AFTERS 130
- Dr Pepper, networking 87–8
- Drayton Bird website 147
- dress, networking 84
- drills/holes, selling more 98, 100
- drink, networking 84
- DVD recommendation, referrals 158–9
- effective communications 9–10
- empathy, audiences 197–8
- equality, networking 29
- events, networking 40–72
- exclusion, selling more 106
- expectations, networking 32
- extra info, AFTERS 12–17
- family, referrals 162–3, 171
- fat, networking 38–9
- fears, networking 48–50, 85–7
- feedback, referrals 179
- first love, finding 138–43
- fish, networking 26–9
- fleshing out presentations 204–8
- focus
  - AFTERS 117–18
  - networking 29–30, 32
  - pricing 130–1
  - selling more 97–106
- following up
  - networking 28, 77–8
  - presentations 229
- frame, AFTERS 12–17
- friends, referrals 162–3, 171
- getting out, networking 70–3
- ‘givers gain’, referrals 180
- goals, networking 44–7, 76
- golden rules
  - audiences 197
  - referrals 150–3, 166
  - selling more 132–3
- grass, networking 78–9
- Green Corridor of Doom, AFTERS 231–4
- green grass, networking 78–9
- groups
  - see also* presentations
  - open/closed 50–6
  - successful communication 11
- groups/individuals, networking 50–6
- guest lists, networking 36, 44
- help, further 235
- holes/drills, selling more 98, 100
- host mindset, networking 73
- ‘If I were you...’, presentations 209–11
- individuals/groups, networking 50–6
- IT company, selling more 123–6
- jelly-free communications 10–12
- jelly-free scripts, referrals 165–78
- jelly selling 94–6
- jewellery, networking 24–5
- JOLT analysis, audiences 198–201
- knowing what to say, conversation steps 56–72
- knowing who to approach, networking 47–56
- laziness 1
  - cf. time-efficiency 2
- linking presentations 219–21
- luck, networking 32
- manners, networking 37–9, 58
- memory
  - audiences 213–17
  - presentations 213–17
- methods comparison, winning business 143–6
- name badges, networking 41
- nerves, networking 48–50, 85–8

- networking 21–90
  - after the event 76–81
  - AFTERS 62–7
  - aim 43
  - big question 60, 71
  - bluntness 38–9
  - business cards 41, 69–71
  - chat 67–8
  - coffee 26–7
  - conversation steps 56–72
  - copying 83–4
  - customers, potential 29–32
  - defining 26–7
  - Dr Pepper 87–8
  - dress 84
  - drink 84
  - equality 29
  - events 40–72
  - expectations 32
  - fat 38–9
  - fears 48–50, 85–7
  - fish 26–9
  - focus 29–30, 32
  - following up 28, 77–8
  - getting out 69–72
  - goals 44–7, 76
  - grass 78–9
  - green grass 78–9
  - groups/individuals 50–6
  - guest lists 36, 44
  - host mindset 73
  - improving 81–90
  - individuals/groups 50–6
  - jewellery 24–5
  - knowing who to approach 47–56
  - luck 32
  - manners 37–9, 58
  - name badges 41
  - nerves 48–50, 85–8
  - pens 41
  - preparation 41–7
  - problems 25–6
  - purpose 22
  - questions 58–67, 71
  - random thoughts 81–90
  - recommendation 33–4
  - recommenders, potential 35–6
  - relationships 33–4, 78–81
  - reticular activator 32, 33
  - right room 24–5, 87–8
  - skills 27–8, 37–9, 47–72
  - standing up 81–2
  - summary 74–5
  - suppliers, potential 33–4
  - talking 39
- networking (*continued*)
  - talking about them 57–60
  - talking about you 60–7
  - things to take 41–3
  - timing 82–3
  - value maximization 40–72
  - ‘What do you do?’ 61–7
  - working a room 27, 74–5
- nodding, presentations 211–12
- none to one, selling more 105–6
  
- objectives, presentations 187–90
- open/closed groups, networking 50–6
  
- partners, finding 138–43
- past referrals 165, 176–8
- pens, networking 41
- persuasive communications 8
- potential referrers, referrals 162–5
- PR company, selling more 102–3
- practising, presentations 224–5
- preparation
  - networking 41–7
  - presentations 186–225
  - referrals 158–61
- presentations 181–230
  - see also* groups
  - 15 seconds 191–2
  - after 229
  - audiences 197–217
  - call to action 211–12
  - clutter 208–9
  - ‘Death by PowerPoint’ 221–2
  - delivery skills 226–8
  - during 226–8
  - fleshing out 204–7
  - following up 229
  - ‘If I were you ...’ 209–11
  - linking 219–21
  - memory 213–17
  - nodding 211–12

- objectives 187–90
- practising 224–5
- preparation 186–225
- RAP Method™ 186–212
- skeleton 203
- skills, delivery 226–8
- stories 206–7
- timing 225
- Transition Zone 192–5
- ‘Two Ronnies’ approach 221–4
- unnecessaries 208–9
- Win that Pitch* 227–8
- Winner Stays On 192
- pricing
  - AFTERS 130–1
  - focus 130–1
- problem solving, selling more 101, 104
- professions, AFTERS 99
- public speaking *see* presentations
- questions
  - ‘Anything else?’ 114–15
  - big question, networking 60, 71
  - networking 58–67
  - selling more 114–15
  - ‘What do you do?’ 61–7
- RAP Method™, presentations 186–212
- RAP Reminder Card™, presentations 196–212
- reciprocation, referrals 155–6, 165
- recommenders
  - see also* referrals
  - potential, networking 35–6
  - successful communication 11
- referrals 135–80
  - see also* recommenders
  - AFTERS 160–1
  - benefits 151–6
  - customers 162
  - doing nothing 150
  - DVD recommendation 158–9
  - family 162–3, 171
  - feedback 179
  - foundations 148–50
  - friends 162–3, 171
  - getting more 156–80
  - ‘givers gain’ 180
  - golden rules 150–3, 166
  - jelly-free scripts 165–78
  - past 165, 176–8
  - potential recommenders 35–6
  - potential referrers 162–5
  - power 156–8
  - pre-preparation 158–61
  - problem 147–8
  - reciprocation 155–6, 165
  - rewarding referrers 179–80
  - scripts, jelly-free 165–78
  - staff 165, 175–6
  - steps 156
  - suppliers 163–4, 171–3
  - tennis teams 164, 173–5
  - winning business 143–80
- relationships, networking 33–4, 78–81
- relevant communications 7–8
- required info, AFTERS 12–17
- reticular activator, networking 32, 33
- rewarding referrers 179–80
- right room, networking 24–5, 88–9
- RITES AFTERS 111–12
- rules
  - communications 12–17
  - referrals, golden rules 150–3, 166
  - selling more, golden rules 132–3
- ‘sales’, selling more 105
- selling more 91–133
  - ABC method 107–29
  - AFTERS 96–118
  - ‘Anything else?’ 114–15
  - Be certain 119–22
  - beachball 101–2
  - certainty 119–22
  - closing the deal 115–16
  - computer company 123–5
  - Convince 122–8
  - drills/holes 98, 100
  - exclusion 106
  - focus 97–106
  - golden rule 132–3
  - IT company 123–5
  - jelly selling 94–6
  - none to one 105–6
  - PR company 102–3
  - problem solving 101, 104

- questions 114–15
- 'sales' 104
- selling points 100–1, 105, 122–9
- trying 121–2
- Win that Pitch* 97–8
- 'yes' 132–3
- selling points, selling more 100–1, 105, 122–9
- simple advice 17–19
- skeleton, presentations 203–4
- skills
  - networking 27–8, 37–9, 47–72
  - presentations 226–8
- staff, referrals 165, 175–6
- standing up, networking 81–2
- stories, presentations 206–7
- strangers, successful communication
  - 11
- successful communications 10–12
- summary, networking 74
- suppliers, potential, networking 33–4
- suppliers, referrals 163–4, 171–3
- talking about them, networking 57–60
- talking about you, networking 60–7
- talking, networking 39
- tennis teams, referrals 164, 173–5
- things to take, networking 41–3
- thoroughness, AFTERs 12–17
- time-efficiency 2, 3
  - jelly effect 7–8
  - cf. laziness 2
- timing
  - networking 82–3
  - presentations 225
- Transition Zone, presentations 192–5
- trying, selling more 121–2
- 'Two Ronnies' approach, presentations
  - 221–4
- unnecessaries, presentations 208–9
- value maximization, networking 40–72
- websites
  - Andy Bounds 235
  - Drayton Bird 147
  - 'What do you do?', networking 61–7
  - Win that Pitch*
    - presentations 227–8
    - selling more 97–8
    - winning business 235
  - Winner Stays On, presentations 192
  - winning business 143–80, 234
    - methods comparison 143–6
  - working a room, networking 27, 74–5
- 'yes', selling more 132–3