

Making a Good Impression

“Almost everyone will make a good first impression, but only a few will make a good lasting impression.”

Sonya Parker

You’ve been there. Met a great person only to find out that your initial impression was all wrong. Sure, he or she was polished, had a warm handshake and smile. Talked about the right things. Asked good questions, listened attentively to your answers, provided information of value, etc. Then, over time you discovered that the person is not genuine and authentic. Instead he or she was trying to impress you.

In the above scenario, the person you met was trying to get you to buy into them. They had a personal agenda that was really focused on what they want, not you. Unfortunately, this is too often the case. People “act” like they are interested in what you have to say when really they are only interested in what they can get out of a relationship with you.

Imagine if that was turned around and the person you met was truly interested in you and how they can help you achieve your goals. There is actually a tactic named “NetWeaving” where people go into a relationship with the mindset of how I can help you achieve your goals. It is a “pay it forward” attitude that makes a lasting impression. Taking this approach over time will give you a higher return on your investment in relationship development than traditional networking.

NetWeaving is a philosophy, as well as a set of learnable skills and strategies, developed 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 more lasting relationships are developed.

The essence of NetWeaving is helping others 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. A skilled NetWeaver is constantly on the lookout for ways to bring people together and to help people locate resources to meet their needs.

Instead of spending time talking about how wonderful they are, the NetWeaver will ask high gain questions to discover information about another person. 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?

Making a lasting impression takes work. It is more beneficial in the long-term than making an outstanding first impression. The benefit is that you will develop a stronger relationship with associates because they will genuinely know that you are interested in their success and well-being. So what will you do to make a lasting impression today?