

6 Techniques for Effective Networking and Sales

Networking BOOT CAMP

Awareness & Contact strategy for Top sales
Kicking your **A.C.T.** into high gear

Play Nice in the **SANDBOX**

with Penny Tremblay

Build **Productive, Peaceful and Profitable** Relationships at Work



Awareness and Contact strategy for Top sales

e-book - By Penny Tremblay

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Build Productive, Peaceful and Profitable Relationships at Work

If your network is your net worth, how rich are you?

How would you like twice as many sales in half the time? Improve your networking and sales results in a short period with the essential tools and action plan in this simple system.

People do business with those they know, like, and trust; and you only have seconds to make a first impression. Not sure how to network or what to say to leave your prospects wanting what you have? Use this system to build strong networking practices and convert prospects into life-long customers who refer you to their network.

Have you got a big vision to gain and keep more satisfied customers?

Let's take a deep dive into the awareness of who you want to network with, and tie it to a clear contact strategy, leveraging the benefits of your product or service. Add relationship building and relentless follow up, and BAM! You'll be cooking with gas!

Knowledge is not power, until it's turned into action. This system provides strategies for actions that convert prospects into sales.

Just imagine a system for building relationships with new prospects every day, staying in touch until they say YES. Just imagine growing repeat business with customers who chase you for your post-sale offering; refer their friends, family, and business contacts; and keep you top-of-mind as the expert in your industry. This system will kick your networking and sales act into high gear, but it's not for the faint at heart. It's for those who want to make a quantum leap and kick their sales A.C.T. (that's your Awareness and Contact strategy for Top sales) into high gear! Hopefully that's you, and if so, read on. If not, put up your feet and relax while your competitors take your business right from under your feet. I hope I've poked your inner bear. Let's do this!

The Problem is ...

With many years of teaching workplace relationships, and doing my own networking, marketing and sales to run the business that delivers this training; I've realized that *playing nice in the sandbox* is as much about internal relationships (within the business) as external relationships (with customers and prospects). For increased client loyalty, referrals and more sales, businesses need tools and strategies to tap into the emotional side of their clients and prospects and make sure they're top of mind when someone wants to buy.

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I've taught many people who admit similar challenges for increasing sales. They make reasonable excuses on how they don't have time to do the important things everyday to boost networking and sales efforts. They don't understand Relationship Marketing, which means they use traditional marketing strategies that are costly and less effective, especially in this digital era where we're so electronically and technologically connected, yet so disconnected as a human race.

People say they feel like they're constantly bugging or bothering people by following up for sales. And if they feel that way, they probably are selling ... not building a relationship.

Regardless of your problem(s), I've got a system here that will work for you, just as it did for me and hundreds of others.

Do you lack confidence?

A lot of people have low esteem and poor posture. What I mean is they need confidence. They need to get behind their product or service and get lit up and realize that, they're not an imposter. They are actually an expert in their field. With a touch of humility (not ego), knowing who you are and who you're not, you'll be somebody that people want to do business with. You will have people chasing you for business. You will have people wanting to know the next time you have a new product or some time on your hands that you can spend it with them. Think I'm joking? Absolutely not. You need to be your most raving fan, most loyal customer, and really stand in what you stand for. Confidence comes by doing, so dig into your product or service whole heartedly, and don't be afraid to receive all results from your efforts. Not everyone is going to want what you have, but that doesn't make it ... or you... inferior.

There are six simple steps to follow in this networking and sales boot camp. I said 'simple' ... not 'easy'. Do them in order for each client or prospect that you want to nurture, and do them repeatedly and consistently. You will win!

Step #1 - Who Do You Want to Meet?

Look, networking and sales is nothing more than building relationships, but do you even know WHO you want to build relationships with? When I ask people this question, they say, "Yeah, I have a list. It's in my phone. It's on my computer." You know what? That doesn't work. The list you need to work from is on paper in front of you.

Here's your first assignment.

Create a list of 25 people who you want to do business with.

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I like the number 25 to get you started. Write them down and, trust me, this is more work than you think. You will need their full contact information; email addresses, mobile phone number, snail mail addresses, and social media hangouts. 25 of these types of relationships that you want to add into your business, or expand and grow with, are written on a list.

Depending on what your business is, maybe 25 new customers might be enough lead feed for a month and for others, 25 prospects might be a morning snack, but for the average person who's not networking and selling the way they know they should and could be, 25 customers on a list is a great start.

Using a CRM, (customer relationship manager) software, is very helpful. You will find many CRMs available to you, ranging in prices from free to upwards of \$200 per month. Find one that works for your business. See a list that I use in the endnotes. Personally, what I like to look for is something that has a phone app so all information syncs from my mobile phone to my computer instantly.

Step #2 – Nail Your Elevator Pitch

The next step is your elevator pitch. What are you going to say when you do reach out and contact these people on your list? Networking is like gardening ... not like hunting. You don't go out for the kill. You go out and plant seeds. So, when people ask you what you do, how do you plant seeds of *interest to them* that leave them wanting more information. The elevator pitch is called an elevator pitch because it's a very brief way to pitch who you are and what you do as if somebody was just getting on the elevator for a short ride. How can you engage or pique their interest? An elevator pitch is not *how to sell everything you offer in 10 seconds or less*, but a seed or sample to raise their eyebrow and leave them wanting more.

One of the most important parts of an elevator pitch is how it benefits THEM. People love listening to their favorite radio station, WIIFM (What's In It For Me). Your elevator pitch really doesn't need to have anything about you and what you do. More importantly, what they will benefit by hearing more about what you do. Click here for more information about an [elevator pitch, an activity/exercise to create one](#).

An elevator pitch can be a living, breathing document. You don't necessarily have to nail one down and use it for the rest of your networking life. You get to create one, test it out, find the engagement, see if it's working. If not, tweak it and so on. I stumbled upon my elevator pitch quite by accident. When people would ask me what I'd do, I would try to give them an explanation of the leadership training that I did and what types of topics I had and how it served clients. Quite frankly, it was extremely boring.

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I'm in the business of workplace relationships: training, speaking and I'm a mediator of conflict resolution. So I came up with this: "I teach people to play nice in the sandbox, and when they don't, I help them fix broken relationships." Well, by the time I'm finished that elevator pitch, most people are chuckling, pointing at themselves, and saying, "You need to come to our office." That's exactly what it's supposed to do. I found a winner, but it didn't come overnight. Keep trying new ones, keep them very brief, and pay attention to people's response.

That elevator pitch took me years and years to stumble upon, but once I found it and I saw the engagement, and realized it was creating interest, I knew I nailed it. In fact, I created a whole brand around *Play Nice In The Sandbox with Penny Tremblay* because of the interaction that I got with my elevator pitch.

Hint: Get clear on how what you do benefits other people and come up with a creative, short, concise, and powerful elevator pitch. If you need some help, well, research it online or give me a call. I'll certainly be willing to help you create a compelling elevator pitch.

Your next assignment:

Write your elevator pitch and practice it a minimum of five times a day.

Observe what responses that you're getting. Tweak it as necessary. You'll know you have a good one when you're engaging people and they're asking you for more information or how to buy what you've got.

Step #3 – Make Contact

The third step is where the rubber meets the road. You have a list. You have a pitch. Now, you need to make contact. This is where a lot of people shrivel up like a wilting violet. They chicken out. They find all kinds of things to do instead of this most important task. They don't make the contact.

People will go through extensive time, travel and expense to attend networking events only to come home with a pile of business cards that sit on their desk and collect dust. Of course, the intentions are good; to reach out and contact these people, but heck, when does anyone ever have time to do such a thing? Well, if that describes you, I can guarantee, you have tons and tons of leads falling through your fingers because you're not following through. You're not networking. You're really just getting to meet people and tell them what you do. At the end of the day, you know what? Who cares who you are and what you do? If you can't be making a sale or building a relationship and creating a connection that is going to turn into working relations going forward, well, your networking event dollars are providing no return on investment.

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Companies spend thousands of dollars, sometimes hundreds of thousands of dollars sending corporate employees on trade shows and networking gigs. What if everyone had a system to follow up and convert prospects into customers?

Sales is a numbers game ... but when you add the element of relationship building, you don't need as many people in your funnel, you just need to have better connections with those in your funnel.

More connections = more sales. More touch points = more connections = more sales. To create more sales, you need to make contact. I call contact 'touch points' because it's not always a first contact. I've committed to five a day. That's my goal. Based on your list of 25 or your network, you will decide how those contacts are best made. For some people, face-to-face is an absolute requirement. Other people can make phone calls. Some people can send emails, and some people can even use social media. You know what? For me personally, I have learned a few things about making contact. Number one, I can't pay someone to do that for me. People want to hear from me. I can't pay someone to do my pushups and be more fit any more than I can pay someone to do my relationship building and be more profitable. So, I have to fit '5 Dials a Day' into my schedule, and that's where a lot of people struggle, is finding the time, or let's say **making the time**, to make those contacts. For me, making actual phone calls is where I sell most of my training. Avoiding that process, I may as well stop doing everything else, because nothing in my world happens until a sale is made.

I know the excuses that I used to make, and it's quite probable that you're making them too, like, "Oh, gee, my whole day got away on me, and I didn't get a chance to make those calls." Or, "Oh, gee, I have to alphabetize my paperclips and clean out my drawers before I get to making those sales calls" and "Oh darn, it's quitting time and I have to call it a day". Yeah... sound familiar? NO ... this is not how we make great sales. This is NOT how we rise to the top 5% of our industry. We rise to the top by making contact consistently every day, following up with people, just as we said we would. So, the first commitment is to yourself, and the next commitment is to the consistency of doing those calls or making those touch points every single business day... no excuses.

Your third assignment is ...

Make 5 contacts per day, consistently every day, for 30 days.

If you slip, pick yourself up, kick your ACT into gear and get back into the game of success. I do 5 dials. Five actual phone calls or follow ups to new prospects, or to 'irons that are already in the fire'.

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I'll tell you how (when) I do it. I have learned a strategy that covets my mornings. Mornings because, it's the best time of day for me to make calls. Why? Because it's scheduled in first thing. Why? Because I'm not the most disciplined person on the planet. Why? Because I have lots of freedom, and I don't have a consistent routine. Every time I have a day that I'm not scheduled to be on the stage or in front of a client or on site in front of a group I have the freedom to do what I want ... but results come from doing what you said you'd do, not what you feel like doing in the moment. So ... I do my important work first.

About a year and a half ago, I turned over a new leaf and began to covet my first hour, 9:00 AM to 10:00 AM. That is my sales and follow-up time. Nothing lands in that time. If somebody wants to go for a walk, sure. I'll do that later. If somebody wants to have a meeting, sure. I'll do that later. If some important person wants to talk to me, sure. I'm available at 10:00. But between 9:00 and 10:00, I do my sales follow-up calls.

Why? Because after 10am, the snakes come out of the box. Everything starts ramping up in the business world. The phone is ringing, and things are happening, and it's harder and harder, as the day goes on, to nail down the time that you need to do the things that are really important. To build business, networking and sales is critical so lock down your mornings, 9:00 to 10:00 for this task and watch what happens.

Most people don't settle into real focus until 10:00 anyway by the time they get to work and get their coffee and have a few chit chats and check their email and figure out what page they're on and what their day is going to look like, but not you. No way. No more. You hit the deck at 9:00 and start making your sales and marketing calls. Start making follow-up attempts and you will grow exponentially. When I put that practice into place, I increased my sales by almost 100% in one year. In the second year, I got a little bit more disciplined with my follow-up, and I have increased my sales over 150% over the previous year in the first six months. I am so excited to see what the rest of the year will produce.

Step #4 – Follow Up

After making initial contact, you must follow-up. Very few people make more than one attempt to close a sale. Some make two attempts and quit. Others make three attempts and quit. You know what? Very rarely is a sale made on the first attempt. In fact, 80% of all sales are made on the 5th to 12th contact. I hope you just realized the potential you have with follow-up. 😊

So back to that network, which is your net worth... what if you could take that list of people that you had written out and decided to meet with and imagine that each one is like a giant clock? All you're trying to do is move them around to the 12 with touchpoints. That is follow-up. So, what are touchpoints? Well, touchpoints can be contacts by phone, contacts by email, contacts through social media, contacts through the mail, just contacting them some way. In other

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words, you are checking in. You are giving them something. You're touching them emotionally with your genuine interest in them. It doesn't have to be a long-winded conversation, but it could be.

Here's some examples. You could reach out after meeting them with a *nice to meet you*. That's touchpoint number two. You met them, number one. You sent out a "nice to meet you" correspondence. That's two. You could remember them on their birthday. That's three. You could send them a link to your blog or a corporate piece of information, if and only if it will benefit them. That's four. You can thank people for a referral. You can provide them with a sample. You can invite them to events. You can invite them to lunch or breakfast. You can think of them on their special holidays. Maybe they follow a certain religion and there's a holiday coming up. You can send a random *thinking of you* note. You can always pay someone a compliment. You can always pick up the phone and check in with them. Leave a voicemail if they don't answer. You can send email. You can send them links of industry interest. You can engage in their social media or show up to their business. Now, when I say show up to their business, if it's a retail store, you can do business with them first. If it's an office, you might want to check first before you pop in. If they're having an event, make sure you go. If their company is having a special promotion, make sure you chime in. Engage with them on their social media.... these are all touchpoints.

Your forth assignment is ...

Commit to and begin taking action on making 12 touch points,
so that each person on your list of 25 is getting nurtured.

We think that we're so fabulous, someone would never forget meeting us, but the truth is that people really don't remember you until they see your name or get to know you at least three times. Then, after that, they 'know you' but they're not going to remember you for months and years, so you need to keep in touch.

That's why follow-up is such a big part of networking. I call it relationship marketing. You're not hunting, remember, you're gardening. You're planting seeds, watering them, nurturing them, visiting them, pruning them and turning them into a very bountiful harvest that will provide for you. So, keep that in mind. Follow-up. I have a great acronym for follow-up. It's F.U. and it stands for follow-up. I have FU written all over my day timer, and I smile when I see it, because it means that I have laser focused interest on this person that I really want to build a profitable relationship with.

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Step #5 – Repeat step #4

Step five is to repeat step four until a sale is made. This doesn't need a whole lot of re-explanation except that people tell me they're afraid being too pushy, harassing someone, or they're just not confident in the follow up over and over and over again. Well friends, that's another one of those very reasonable excuses. I'm a tough coach, and when you tell me these excuses, I'm onto you. Just know that this is an excuse. Build a bridge and get over it. You need to follow-up with people. They are not hearing your follow-up thinking, "What a pest," when you're following up with them for the reasons that I just gave you, like the nice to meet you, birthdays, invitations, social media engagements, appreciation, gratitude etc. They're not saying, "Gee, Penny, you're such a pest. Get lost." Not at all. They're saying, "Thank you for your support. It's really great to see you. I'm so glad that you commented. Thanks for showing up." They're really, really pleased that you're engaging with them, and that you're not forgetting about them.

When you do ask for a sale and they are not ready or answering, don't take it personally. Bring your QTIP. That is *Quit Taking It Personally*. It's not about you personally. It's just timing for them. You know what? The best thing they can say if they're not ever going to buy your stuff is, "No, thank you. I'm never going to buy your stuff." Then you can say, "Oh, okay. Well, thanks for letting me know," because it frees you up to move on to someone else. I heard a great acronym one day: SW, SW, SW, SW. It means some will, some won't, so what, someone's waiting. So just because someone says no to you doesn't mean that you're not worthy, that you're not good, that your information is not fantastic, or that your product or service is not what they want. It's just not a good time for them right now or it's not going to happen ever. So appreciate that feedback from them. Thank them very much for sharing with you and move on.

Your fifth assignment is...

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| Repeat step four until you make a sale or until they tell you to stop. |
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Here's a story about a woman named Wendy at a manufacturing company in my neighborhood. I was given Wendy's name at a networking meeting, and I followed up with her about seven times. In the process of the later times, maybe follow-up number four, five, six, and seven, I started doubting myself. I was thinking things like, "you know, maybe I'm not good enough. Maybe she doesn't like me" And all of these crazy stories that, of course, are only my own fears and insecurities coming from, oh, probably something called the [Imposter Syndrome](#), which you can learn more about on my website.

One day, I finally reached her. You know what she said to me? She said, "Penny, I am so thankful that you have followed up with me so many times. Thank you so much. It's just been crazy around here. We've had issues. We've been bought out by another company, a big merger, a lot

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of transition. I'm really interested in your training program for our team however, I just couldn't get back to you, and I'm so glad you kept on following up. That says a lot about your professionalism." Well, if that's not enough to make you follow up 12 times and repeat step four until you have a sale, I don't know what is.

Step #6 – Post-Sale Service

The final step to creating great networking and sales is the post-sale service. What kind of support are you going to stay in touch with? And how can you serve this customers' network (referrals).

Let's face it, so many times, a business just quits on us after a sale is made. It is so much harder and more expensive to bring new customers in the door than it is to keep an old one. We are losing so much possibility and potential when we act on the things that we could do to keep customers coming back.

For example, in my past business process, I'd stop after I did a training program. Now, after a training program, I pitch the next possible training program and I follow up with people to see how they're doing. Do you realize how much it's appreciated and respected? Not only do the employees appreciate hearing from me again or seeing me again, but the employer feels like I'm on their team and I really care. Quite frankly, they would rather do business with someone familiar than find a new service provider. The post-sale service is a huge market for you. Likely untapped. Go grab it! It's right in front of you.

After serving a customer, I feel like I'm in a good position to ask them for a testimonial, and for referrals. I want to know how I did. Here's how I ask. I say, "You know, John, I'm looking for some feedback. On a scale of 1 to 10, how was my training program?" They will tell me. They will say, "It was a 9," or, "It was an 8." If it's not a 10, I will say, "Oh, thank you, John. I appreciate your feedback. What would it take to bring that number up to a 10?" I take their feedback, and I'm very, very grateful for it, and I'm very thankful for it. This skill has taken me years to get over my defensiveness and into my biggest listening ears when somebody is telling me what I could have done better for them. Now, keep in mind, this feedback is only one person's opinion, but when you start hearing it again and again, you'll know where to make tweaks and corrections in your own business to satisfy your customer needs.

Asking for a referral sounds like this. "Hey, John, as you know, I'm really passionate about what I do. Would you know of others in your network that I could serve?" I love referrals and I have an excellent referral program. Ask me about it and I'll tell you. Now, here's an interesting twist. What about the possibility of giving them a referral? Now, there's a unique strategy. Here's a huge bonus tip ... if you want to meet somebody on that list of 25 people and it's a big fish (a client with huge potential and you're scared to reach out to them), I challenge you to call them

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and tell them that you want to be able to give them a referral. Find out about their business and refer them a few prospects. Watch what happens. Wow. How many times have people called you lately and said, "Hey, I want to learn about your business, because I want to give you a referral." Not very often. You'll stand out.

Your sixth assignment is...

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| Create a post-sale system and begin offering it immediately after a sale |
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Here is my system after a training session or keynote is delivered:

1. Review feedback forms and follow-up on any questions / comments
2. Send Thank You card to client
3. Send Referral gift to person who referred client
4. Offer 'next step' options for future training or conferences
5. Ask for referrals
6. Put into relationship marketing campaign to maintain connection

Here is a post-sale system that one of my coaching participants uses very effectively for patients:

From Crystal Kaufman, Owner BioPed Footcare and Orthotics

"After a patient picks up their orthotics we book them in for a 1 month follow-up to evaluate how they have adjusted to them. We send an email and card at 3 months to ensure their treatment goals have been met, and we remind them of their discount for a second set of orthotics. We send a "just checking in" card at 6 months to remind them that we are here if they need anything, and we send a card at their 1 year anniversary to come in to have their orthotics re-covered for free. We never charge for appointments so we don't do this to make money but to build relationships with our patients (it is the relationship that makes my clinic do well in the end)." Crystal is a young, dynamic entrepreneur who's success has spread to owning multiple BioPed clinics.

Well, I hope you found some enlightenment in the six steps to improve your networking and kick your sales action into high gear. The awareness of who you want to meet and the contact strategy for top results of getting your elevator pitch just right, making contact, follow-up, repeating touchpoints until there's a sale and then providing post-sales and service follow-up is going to set your business on fire.

Many of the references I made in this e-book, I have written leadership tips about. Some even have a video included. I highly encourage you to [visit my website, http://pennytremblay.com](http://pennytremblay.com) and search some of the terms that I've used and find the resources that will help you kick up your networking and sales act.

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Well, there you have it, all of the magic in one short e-book. Thanks for reading and remember, your greatest leadership day is with Penny Tremblay. [Contact me](#), <http://pennytremblay.com/contact/> if you need assistance. I'm happy to help. Best wishes for a network beyond your wildest imagination,



Author Bio



2018 Team Networking Woman of the Year,
Author of [Give and be Rich](#), Founder of the
Tremblay Leadership Center.

25 years ago, Penny led a sales team into the
Million Dollar Club using principles of building
relationships. She's since been teaching,
speaking internationally as an expert on the glue
that holds business relationships together.

Penny Tremblay

Helping people *Play Nice in the Sandbox*

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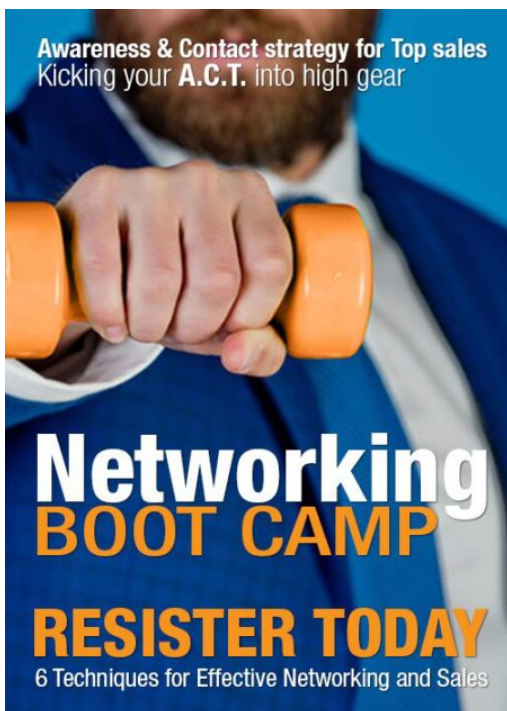
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Play Nice in the **SANDBOX**

with Penny Tremblay

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Group Coaching Program



Want to learn more in a Networking and Sales Boot Camp –group coaching class?

Have you got a big vision to gain and keep more satisfied customers?

Take a deep dive into the awareness of who you want to network with and tie it to a clear contact strategy with solid posture on the benefits to your customer.

Take action with consistent contact and BAM! You'll have kicked your strategy into high gear. I'm about to share my insider secrets, and more importantly, I'm going to make sure you actually implement them! No excuses.

Register today and get two free gifts
<https://zi159-39f21a.pages.infusionsoft.net/>

Endnotes

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| CRM options: SendOutCards.com/43468 InfusionSoft.com Karmacrm.com | Favorite Day Planner: PassionPlanner.com |
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