

# SELLING



# 2.0

Motivating  
Customers  
in the **New**  
**Economy**

"Inspired  
and practical...  
Read it or be left  
in the dust!"  
—Lee Iacocca

**JOSH GORDON**

author of *Tough Calls*

### SPONSOR A NETWORKING EVENT

Through a chance meeting at a European trade show, I had the opportunity to chat with the newly appointed president of Sony Broadcast & Professional Company, Ed Grebow. Perhaps because I knew Grebow from his previous job he casually extended a dinner invitation to join him and a few friends. He scribbled the address on the back of his business card. That evening when I pulled out Grebow's card I found that the event was being held in a private room on the top floor of the exclusive Akura Hotel in Amsterdam. When I arrived I found that Grebow's "few friends" included the top technical managers from CNN, CBS, NBC, Informix, and Turner Entertainment, as well as the top people from Sony and three industry publications. The Akura Hotel staff served a spectacular seven-course dinner as we looked out over the Amsterdam skyline.

The conversation was anything but casual. Grebow took center stage and posed thought-provoking questions to the entire group. After a memorable evening the new president had helped solidify his network and expand those of his guests. Grebow later told me, "I do dinners like that at industry events to encourage industry leaders to meet and discuss important issues. In today's business climate, relationships are everything, and I try to help my friends meet the people they should know."

### Step-by-Step

No matter where you are directing your networking activities, the skill set is pretty much the same. Here are the basics:

#### 1. IDENTIFY THE NETWORK YOU WANT TO PENETRATE

The first step to selling a network is to trace its outlines. Whenever I take over a new sales territory I ask, "Who knows

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