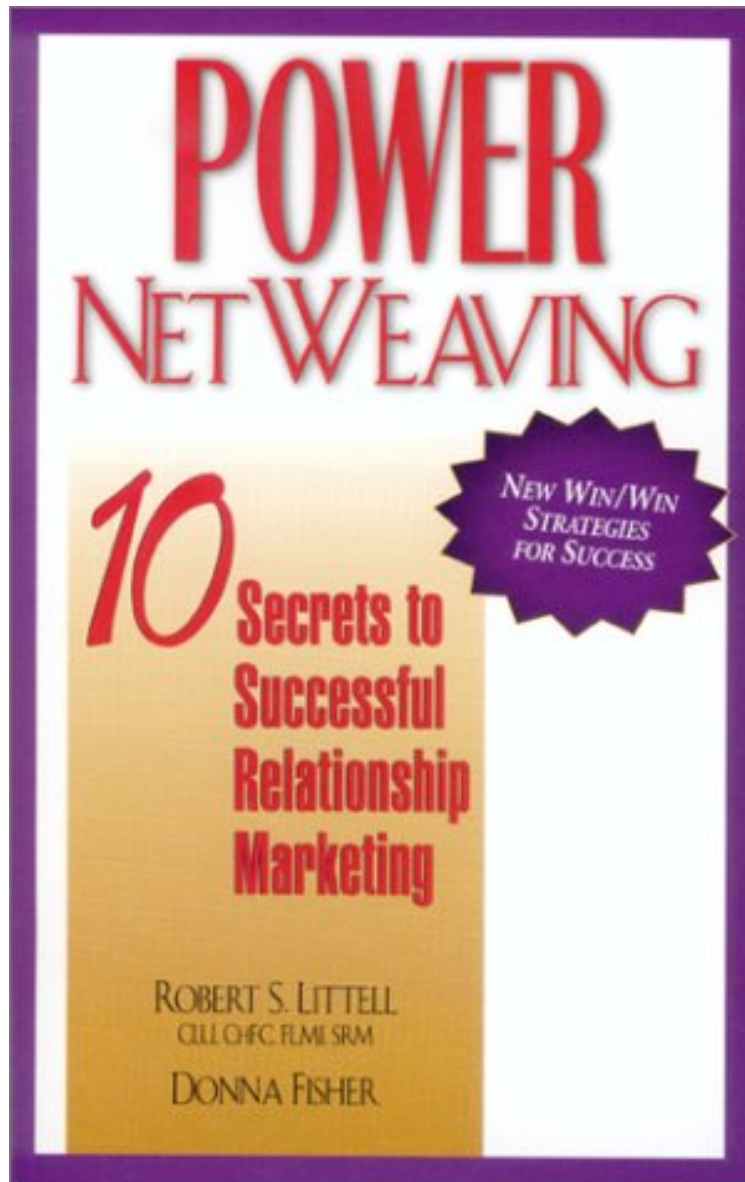


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Power Netweaving: 10 Secrets to Successful Relationship Marketing

Robert S. Littell, Donna Fisher : Power Netweaving: 10 Secrets to Successful Relationship Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised **Power Netweaving: 10 Secrets to Successful Relationship Marketing:**

3 of 3 people found the following review helpful. This books describes business networking as it SHOULD be.By Charles GreenThe author has done a masterful job of capturing the quintessential art of networking - with a dose of a

Southern hospitality and the unselfish ambitions of a saint. He has given a name to the process of continually building a network of people to whom you become a catalyst for introduction and connectivity to others who can help them. In the end, your personal gain is based on the inherent value built in your relationships and those you have spawned. The results are - NetWeaving. The sum of this strategy results in a win-win-win strategy, a new paradigm described by Littell where you leverage the value of networking among others by forebearing and deferring your personal advantages, in favor of connecting others who will benefit by your introduction. Kudos for Bob Littell and NetWeaving. The world and the business community will be greatly enriched by following the concepts advocated in this book. 0 of 0 people found the following review helpful. A Good Book For Those Who Think Sales Is All About Selling By cordelia I think this is a great book for those who are getting into sales and think it's all about "selling". It's not rocket science but a good read to teach and remind us that being of service is just a good way to be. It gives real and practical suggestions for how to do this in a business environment. Definitely worth reading! 8 of 10 people found the following review helpful. TEN SECRETS OR TEN STORIES?? wheres the beef?? By Jenny As a newly appointed board member for the Home Improvement Council in Buffalo, NY, I was looking for ways to stimulate the participation of our members. I heard of a concept called netweaving at a Jeffrey Gitomer Seminar (who is amazing). I went in search for related material to help me with my goal. This was the only book of it's kind. I was a little shocked at the sticker price but thought that it would be money well spent! I was wrong. The authors seem to have a wealth of knowledge on the subject, according to the letters they put after their names. While reading this 154 page paperback, you get bogged down with their cute little success stories how "netweaving worked for them". The real meat of the book, could literally be condensed into a brochure or pamphlet. I am not a literary expert but with anything I read, I want a challenge, you won't find that here. This book reads like a newspaper with a sixth grade reading level, it also has the tone of a "self-help" book. I was disappointed because this book could have been groundbreaking for the "netweaving" approach, but it is drowning in its own self righteousness. Hey, if anyone wants to buy it, let me know- New Condition! Not even read once!

Tap into the power of win-win networking and build your business by helping your prospects and clients. Become sought after as a strategic matchmaker and resource provider. With Power NetWeaving the possibilities are endless! More than a book of systems and strategies, this inspiring guide gives you real-life success stories of people whose NetWeaving habits have enhanced their careers and their lives. With the networking wisdom of renowned co-authors Bob Littell and Donna Fisher, you'll learn how to: Create win-win relationships, Attract and retain the best clients, Multiply your income and career satisfaction, Develop life-long powerful connections, Raise your reputation with your clients and peers, Leave a lasting legacy of positive inspiration. Super power your career with this winning strategy guide!

About the Author Bob Littell is owner and principal of Broker's Resource Center, Inc.; Second Opinion Insurance Services, LLP, a provider of consulting services to consumers regarding insurance plan and product alternatives; and Littell Consulting Services, a firm that offers counseling assistance to insurance companies and other businesses serving the financial services marketplace. The author of over 170 published articles, Mr. Littell currently edits or contributes to a number of industry publications, including National Underwriter, On the Risk, Broker World, Advisor Today and Life Insurance Selling. He is co-creator of The Family Incentive Trust, an innovative tool that allows clients to convey assets in a way that encourages responsible actions and behavior. Donna Fisher, author of People Power, Power Networking and Professional Networking for Dummies, is a nationally known authority on the value of people skills and the personal touch in today's busy high-tech world. She speaks at corporate meetings, conferences and conventions to people who want to increase their business by mastering their people skills and building strong alliances with others. Her unique interactive program, Drumming Up Business combines music and inspiration to make sure audiences are energized, interacting and creating successful connections. Ms. Fisher has earned the Certified Speaking Professional (CSP) designation from the National Speakers Association. Her books have been used as university textbooks, recommended by Time magazine, and translated into four languages. Excerpt. Reprinted by permission. All rights reserved. NetWeaving is all about putting other people together in win/win relationships that will solve problems, satisfy needs or result in new or expanded business opportunities. It's also all about making yourself available as part of a resource network. This gratuitous strategic matchmaking and resource-providing improves the situation or quality of others' lives. NetWeaving works because it is people connecting with and enriching other people--for good. It's diametrically opposed to the back-slapping, good ole boy "take and use" form of networking which is internally focused on how I alone can benefit from my network of contacts and centers of influence. NetWeaving is externally focused. It's all about giving and helping others while having the confidence to know that eventually you, the NetWeaver, will benefit in return. As briefly mentioned in the previous chapter, the difference between being a power broker and a NetWeaver is that, to a power broker, strategic matchmaking represents a means to an end rather than an end in and of itself. In other words, a power broker will say, "I'll open this door for you so you can access the right people, but I'll expect to receive something immediately in return for doing so." To a NetWeaver,

the act of NetWeaving represents the end all by itself; nothing is expected up front in return. The end (i.e., additional sales, referrals, etc.) might or might not come, but the deed and the outcome are not connected nor contingent upon each other. Most people never consistently set aside time to strategize or brainstorm. What if you always were in that creative mode? What if your mind was always cooking up ways to make something happen? Just like a comedian who is always seeing things through a specially focused lens that finds or creates humor in everyday circumstances and situations, the power NetWeaver is always seeing things through the lens of opportunity. It is a matter of constant brainstorming, looking for ways to connect, serve, do a favor, add a resource or create an opportunity. NetWeaving requires trust. You must trust the process just like you plant a seed and water it day after day with no signs of growth. You know that with the proper soil, water and sunlight the plant will grow. Once it pops out of the ground, the growth seems to accelerate. NetWeaving involves gathering and storing a great deal of information that won't be used until a later date, sometimes until much later. It also involves taking action and having the confidence to know that there will be favorable consequences even when there is no immediate, tangible evidence.