



— MASTER YOUR —

EXCELLENCE

2022 NACE EXPERIENCE CONFERENCE



Fire Up Your Network

Powerful Connection Tips & Tricks

Paige Mejia, FPO

Co-Owner/Chief Marketing Officer
Pyrotex



How Do You Advertise?

1. Print
2. Broadcast
3. Outbound Calls
4. Internet Marketing
5. Word of Mouth

Benefits of Relationship Marketing



Sales Related

- Meet New Prospects
- Maintain Relationships
- Referrals
- Grow Business Footprint
- Cost Effective

Benefits of Relationship Marketing



Non-Sales Related

- Find a New Job
- Education
- Ability to Refer Others
- Increase Self-Confidence
- New Experiences

Prepare For Greatness

- Register
- Research
- Rehearse
- Dress The Part
- Set Goals



You've Arrived



- Work the Room
- Look Around
- Talk About Them
- Be a Resource
- Never Dismiss

The Aftermath

- Follow Up
- Connect Online
- Schedule One-on-Ones
- Abuse the Kevin Bacon Effect
- Keep Networking!



DO!

- Dress The Part
- Bring LOTS of Business Cards
- Take Notes
- Ask Open-ended Questions
- Know a Little About a Lot
- Smell Good
- Have Good Manners
- Get Involved!

Tip For Success



DO NOT!

- **Be Shy**
- **Focus on Your Agenda**
- **Be a Stalker**
- **Wear Your Company Name**
- **Recite Your Resume**
- **Throw Cards**
- **Waste Your Time/Money**
- **Party Like It's 1999**

Tip For Success



Find Your Place



Industry Associations

- HSMAI
- IAEE
- ILEA
- IAVM
- MPI
- NACE
- PCMA
- SITE
- SPIN/EPX
- WIPA



Q&A



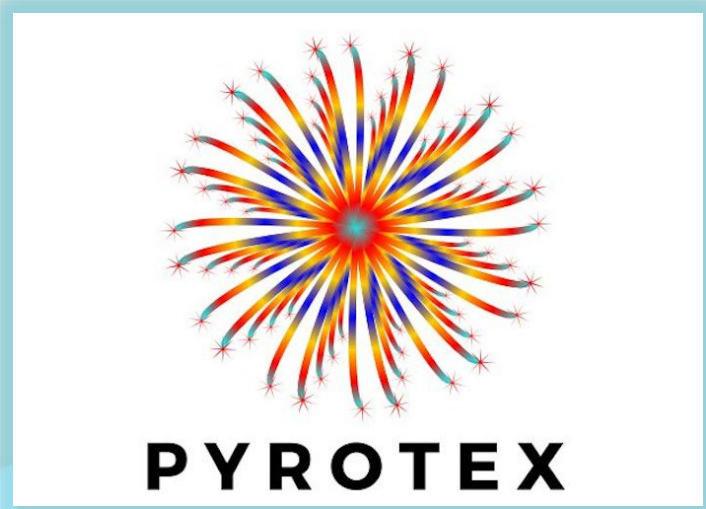
Continue the Conversation



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CONNECT WITH ME



Paige@Pyrotex.com

469.534.0635

[@PyrotexUS](#)



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