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Next Era Networking: Succeeding in a Brave New World

- Master your W.O.W. (What, Others, Why) to create interest in what you do
- Create conversation starters to overcome fear in a room full of strangers
- Develop a strategic approach on best places to network
- Identify which prospecting skills are needed for different types of events
- Connect on social media to deepen relationships



What clients experienced

Shanna spoke at the Women's Council of REALTORS Richmond. The objective was to improve our networking skills and to help us create our "Personal Introduction". Shanna created an atmosphere where we were all engaged. Some of the feedback we received was "Wonderful program" "Walked away with a concrete strategy to networking" "Loved her energy" "Great speaker".

**~ Sandra Hayashi, Program Director,
Women's Council of REALTORS**

The thing about Shanna as a speaker is that she draws you in. Her relevant topics, her doable takeaways, and her infectious laughter together create an experience where you let go of any tension and connect.

~ Mary Foley, NSA Virginia President



The Art of Selling and the Power of Follow-up

- Shift mindset about selling
- Develop strategic listening skills
- Identify your ideal prospect
- Develop relational sales skills
- Close more sales
- Position yourself as a resource OF CHOICE

5

Five Top-Notch Networking & Sales Strategies

by Shanna Kabatznick

- Be strategic when networking and do some preliminary research. Consider Who's speaking? Who's the audience? and what is your end goal after the event?
- Decide how many events you can manage per week and what type of events.
(Virtual, In-Person, Audio).
- Focus on building relationships and listening to your prospects instead of selling. Remember, people buy from those they know, like, and trust.
- Don't forget to follow up after an event (within the first 48 hours. After all, the money is in the follow-up.
- Change the narrative when thinking about selling! Remember you have a solution to their problem.



What clients experienced

Shanna was the opening keynote speaker at the Ladies Leadership Symposium held by the Shenandoah Chamber. Her presentation was hands down the most impactful, most engaging and most energized one I have ever seen. I saw a room of over 100 ladies utilize what Shanna shared, to TRULY CONNECT with total strangers within minutes. The buzz that was in the room is something one needs to experience.

~ Sheila Hall

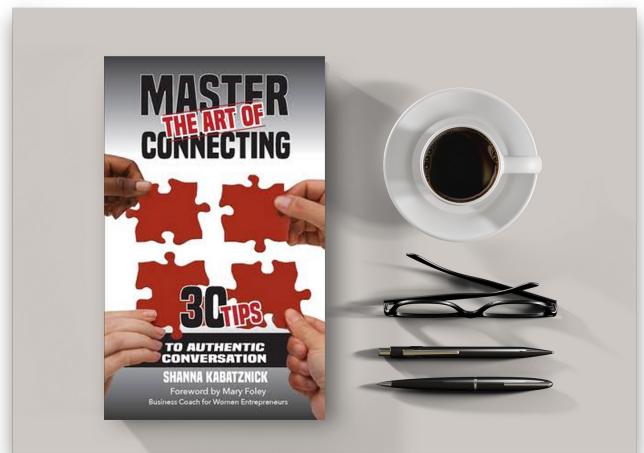
Virginia Regional Manager for Coldwell Banker
Premier and Certified S.T.A.R. Trainer



SHANNA KABATZNICK KNOWS THE CONNECTING BUSINESS

Shanna Kabatznick knows the importance of CONNECTING. She's created a networking group for women entrepreneurs because she knew the importance of relationship-building.

She is known as the "Queen of Connecting" within her community. Shanna knows that selling needs to be done after building a connection. Shanna is an international speaker and author featured in various media outlets and podcasts. Shanna published **Master The Art of Connecting-30 Tips to Authentic Conversations**.



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