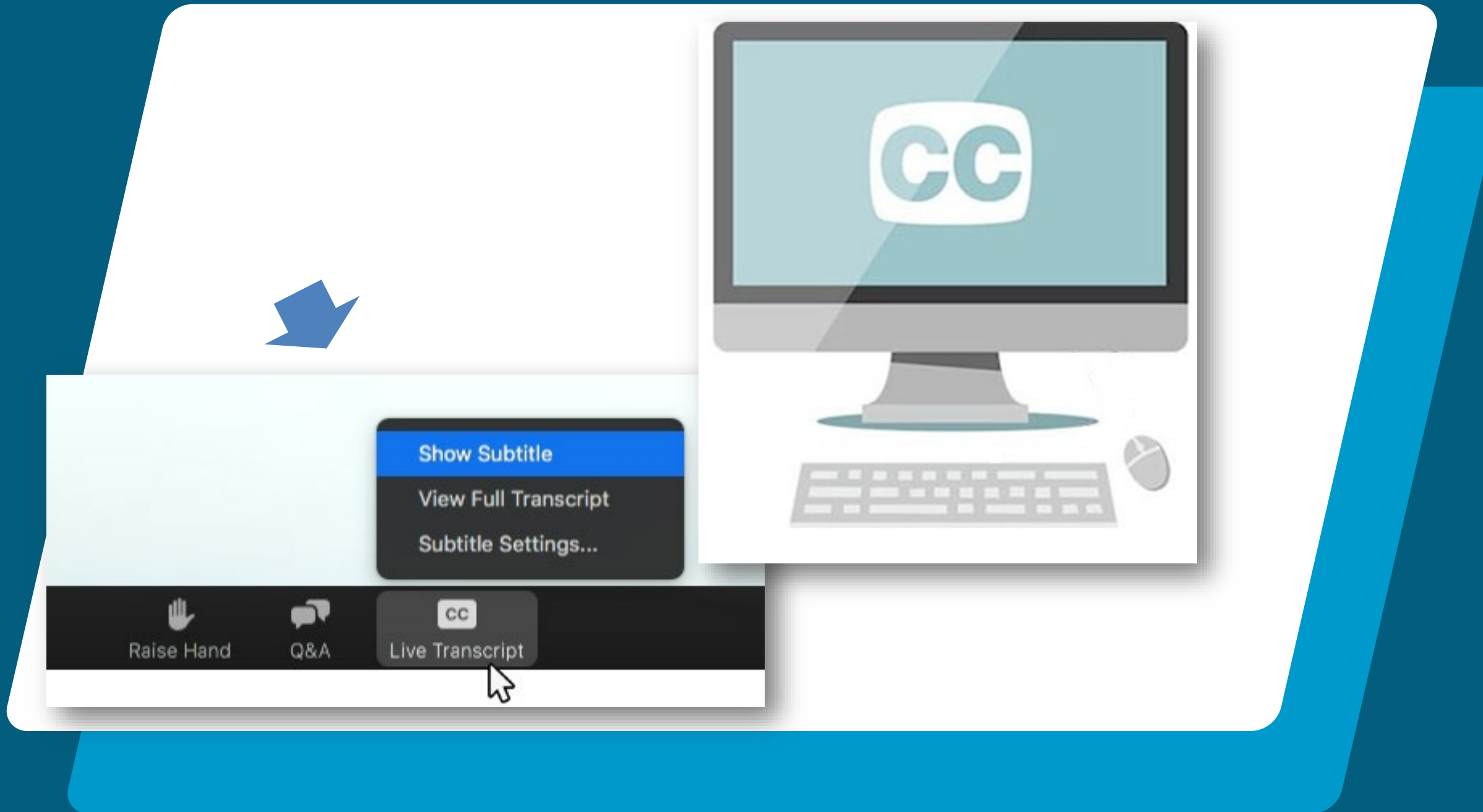


The Relationship Advantage: Networking for Long-Term Success

Thursday, May 7, 2026, 2 p.m. ET

Welcome!



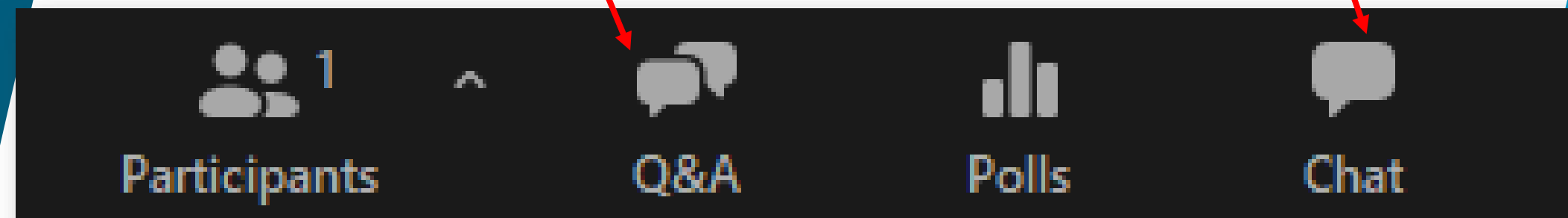


Q&A

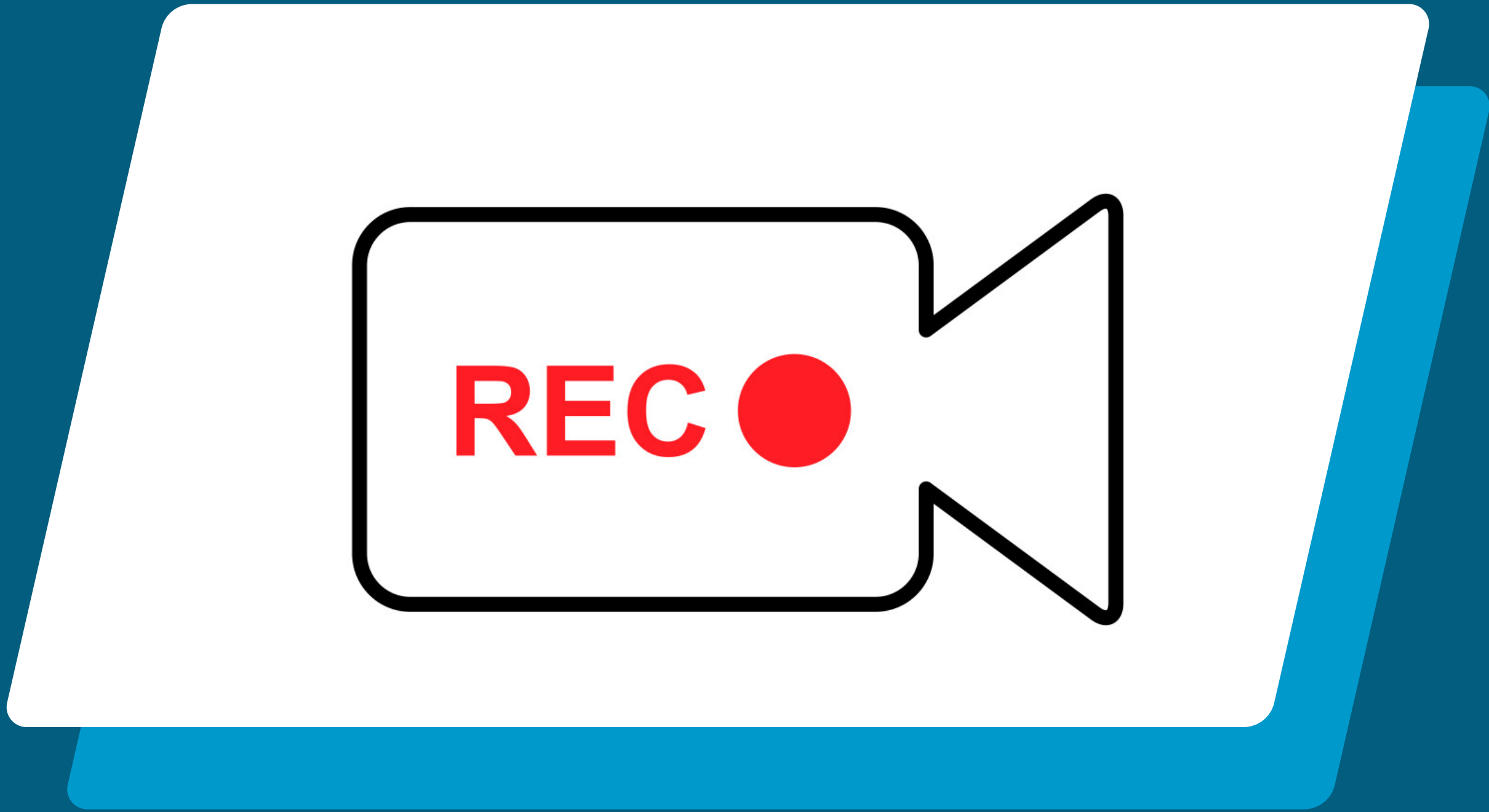
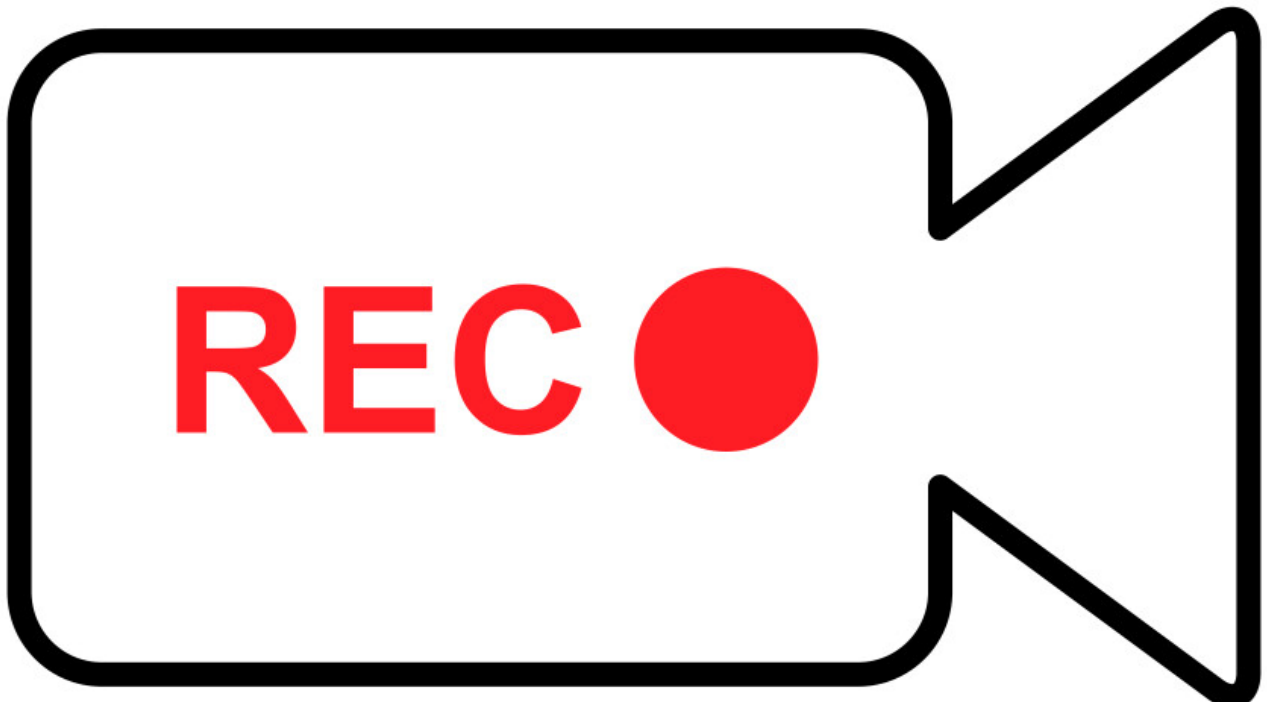
Type your questions into the Q&A box

Chat

Start a conversation—say hello. Engage with presenter/s and other attendees.



REC ●



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Today's Presenter



Cordelia Calderon
senior sales executive
Tracker

The Relationship Advantage: Networking for Long-Term Success



PRESENTED BY
CORDELIA CALDERON



Cordelia Calderon

Senior Sales Executive

Tracker



Why networking gets a bad reputation

Vague

“go network”
isn't a plan.

Transactional

Feels like asking
for something.

Misaligned

People think
they're “done”
once established.



Poll #1

“What makes networking hardest for you?”



The Reframe: Relationships > Networking

Networking is not an activity. It's a practice

Your job is not to “get something”

Your job is to build trust + stay top of mind

In staffing, your reputation travels faster than you do



The Relationship Advantage

Clarity

Why you're reaching out.

Value

Mutual benefit.

Consistency

Small touches over time.



The Conversation Toolkit



How to start better conversations

“What are you focused on this quarter?”

“What’s changed most in your market lately?”

“What’s something you’re trying to solve right now?”

“Whats something you need help with right now?”

“Tell me about you”



How to be Memorable

Specific detail

Role, niche,
market, client type.

Personal detail

Non-creepy
human detail.



Point of view

A strong takeaway
they shared.



Poll #2

“What’s your biggest challenge in conversations?”



The Power of Thoughtful Follow-Up



Why Most Networking Follow-Up Fails

Most follow-up falls flat for two simple reasons:

Too generic: “Great meeting you!” doesn’t continue the conversation.

Too delayed: Waiting too long makes the connection fade.

Key Point:

Follow-up isn’t about selling - it’s about showing you were paying attention and continuing the relationship.



The 24–48 Hour Follow-Up Strategy



A simple framework

This works across networking, partnerships, mentorship, and sales relationships

Reference the moment

Mention something personal from your conversation.

Example: “I really enjoyed hearing about your work expanding supplier partnerships in the Midwest.”

Add value or connection

Share something relevant: an article, introduction, idea, or resource.

Example: “You mentioned workforce challenges, this report on apprenticeship programs might be interesting.”

Keep the door open

Invite continued connection without pressure.

Example: “Would love to stay in touch as you explore that initiative.”



Chat Prompt

Great for engagement here

What's the best follow-up message
you've received after meeting
someone?

What made it memorable?



Relationship Maintenance: Staying Top of Mind



The secret to upping your game

Relationship-building is not a campaign.

It's relationship maintenance and
development, one small step at a time.



The 3 Touchpoint Types

Congratulate

Promotion, post,
company news.

Contribute

Insight, resource,
intro.

Connect

Quick check-in,
short message.



A simple cadence

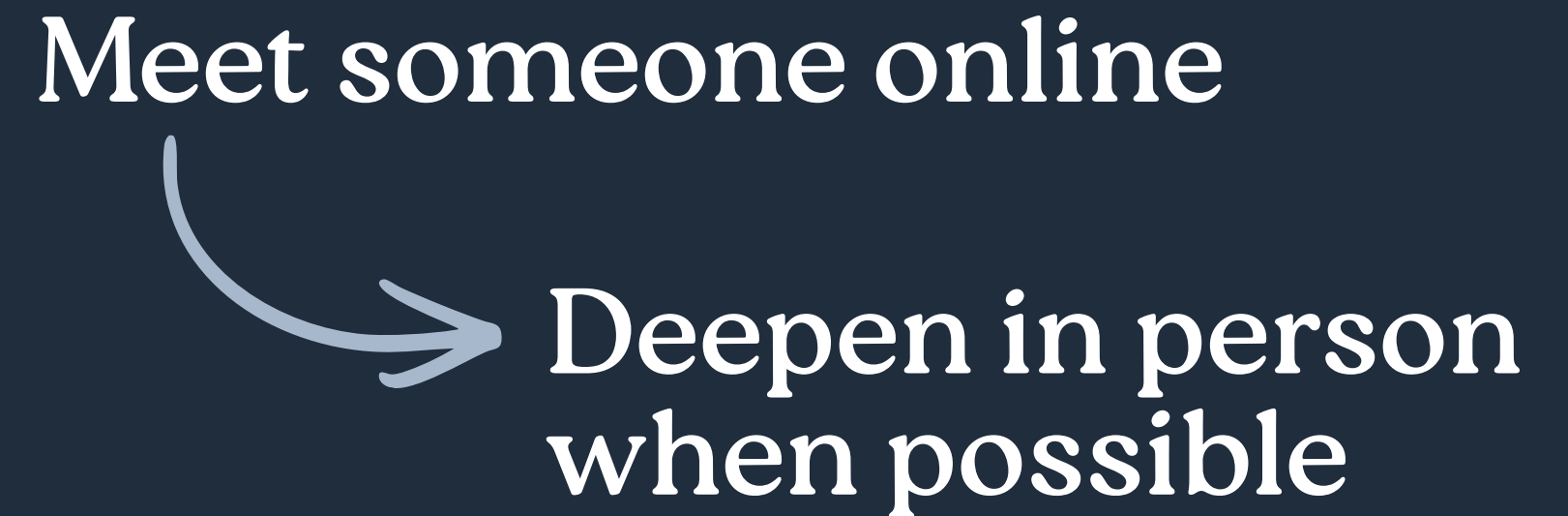
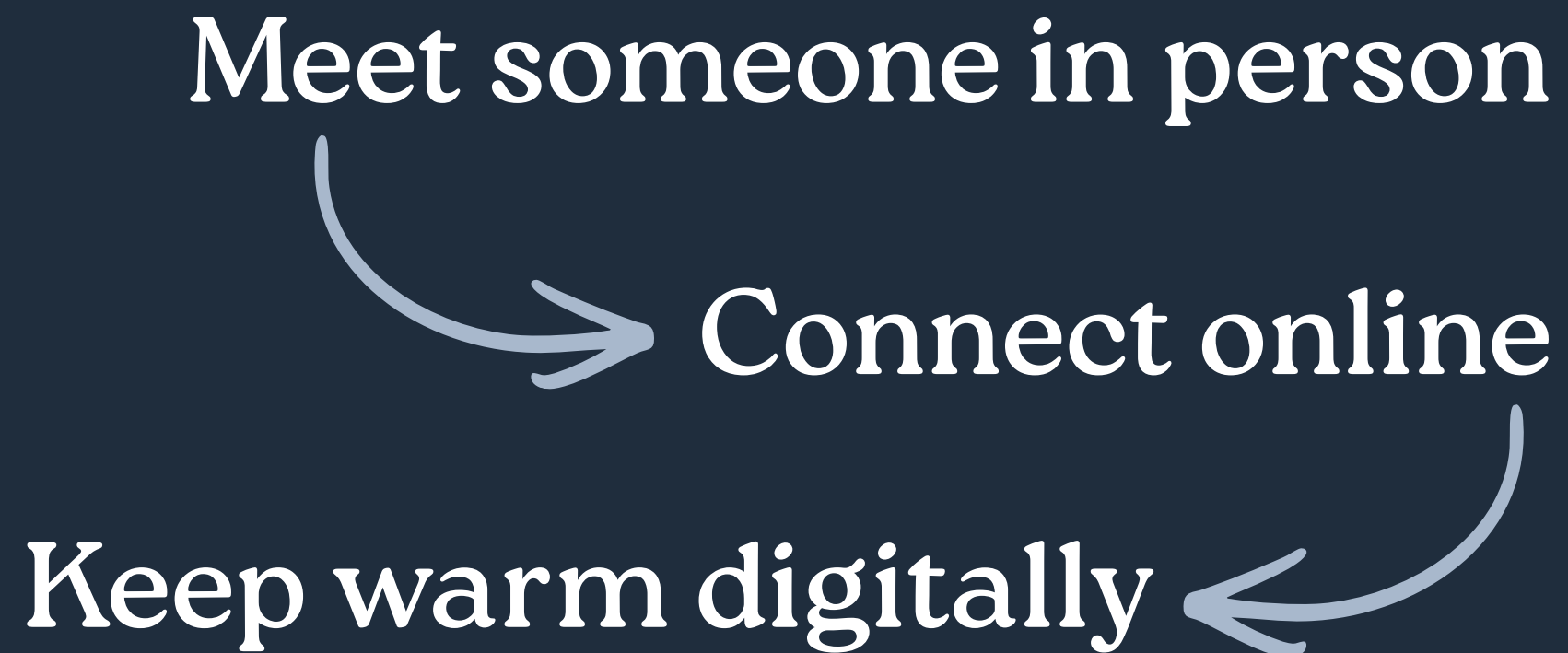
**5 minutes/day or
30 minutes/week**

5 people/week

**1 meaningful
touchpoint each**



The hybrid networking system



Poll #3

“What’s your primary networking mode right now?”



A simple 7-day action plan

**Reach out to 2
dormant
relationships**

**Send 1 great
thank you note**

**Create a simple
tracking method**



Networking isn't something you do once.

It's something you practice.

Something you invest in.



Q+A

Thank you!

Let's Connect!



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**You will now be redirected
to a brief survey**