



GROWTH SERIES



REFLECTING ON GROWTH – 2024 RAKEZ GROWTH SERIES CLOSING SESSION

WELCOME





Ian Hunt
Chief Customer Officer
RAKEZ





Mark Hamill
CEO
ARCET Global



THIS EVENT IS ABOUT YOU!



AGENDA

4:30 PM - Welcome and networking

5:00 PM - Welcome note and acknowledgments by Ian Hunt, Chief Customer Officer, RAKEZ

5:10 PM - Introduction by Mark Hamill, CEO, ARCET Global

5:15 PM - Expert perspectives and thought-provoking talks by:

- Mike Hoff (BNI): How to Network Effectively
- Neil Sheth (writefully): Storytelling Strategies for Business Leaders

6:15 PM - Recognition and closing remarks by Ian Hunt, Chief Customer Officer, RAKEZ

6:30 PM - End of programme



ALL EVENTS ON COMPASS WEBSITE

compass.rakez.com/events

Follow **@mycompassrak** like and share for a chance to win a Mövenpick brunch for 2!

The screenshot displays the 'UPCOMING EVENTS' section of the Compass Coworking Centre website. The navigation bar includes 'Explore', 'Events & Networking', 'Community', 'Contact Us', and 'Offers'. Three event cards are visible:

- GROWTH SERIES**: Closing Celebration of Rakez Growth Series 2024. Date: Dec 11, 2024, 4:30 pm - 6:30 pm. Location: Compass Coworking Centre.
- VAS EVENT: INDUSTRIAL SERVICES**. Date: December 12, 2024, 11:00 am - 12:00 pm. Location: Compass Coworking Centre.
- GHS LOGISTICS: E-COMMERCE SEMINAR**. Date: December 18, 2024, 10:00 am - 12:00 pm. Location: Compass Coworking Centre.

Each event card features a 'EVENT DETAILS >' button.



NEXT EVENTS

The event schedule for RAKEZ Growth Series 2025 will be announced in the coming weeks.





GROWTH SERIES



REFLECTING ON GROWTH – 2024 RAKEZ GROWTH SERIES CLOSING SESSION

TODAY'S SPEAKERS



Mike Hoff
Founder
BNI RAK Pioneers



Neil Sheth
Founder
writefully



Maximising Your Networking Impact

The Ultimate Playbook
for Networking, Pitching, and Follow-Up



Mike Hoff Consulting

11th December 2024

Mike Hoff

mike@mhc.consulting

www.mhcbusinesscoaching.com



Agenda



- Mastering the Art of Networking
- Crafting a Compelling Pitch
- How to Follow up Like a Pro
- Overcoming Common Challenges
- Q & A

Who Am I?

Mike Hoff

- 30 Years Corporate career
- Founded MHC Consulting in 2012
- Profit Acceleration Specialist/ Mentor, Author
- Associate Contributor - The Six Figure Coach Magazine
- Winner 2023 MEA Business Awards:
- **“Best SME Profit Acceleration Company – UAE”**
- **BNI Consultant Director for Ras Al Khaimah**

MHC Business Coaching

Our Mission is to give business owners back their freedom



Mastering the Art of Networking



MYTHS

Fact or Fiction?

Debunking the Bunk



- “I Tried Networking & It Didn’t Work!”
- Showing up is enough
- “Aren’t most networking groups full of people like me who are trying to build up their business?”
- “What good is networking if you can’t measure the results!”
- “If my customers are satisfied, they’ll give me referral, why should I join a networking group?”
- “I can’t network, I’m an introvert”
- “Referrals are so old school”
- “Networking is not a hard science”



Networking Disconnect



- “How many of you came today hoping to do a little business?”



How many of you are here today hoping to buy something?





BACK PORCH BLISS





BACK PORCH BLISS



BACK PORCH BLISS



BACK PORCH BLISS



BACK PORCH BLISS



BACK PORCH BLISS



7 Characteristics of a great networker



1. Good Listener
2. Positive Attitude
3. Helps others / collaborative
4. Sincere / Authentic
5. Follows up
6. Trustworthy
7. Approachable



The 5 least important Skills to be a great networker



1. Fearless / confident
2. Asking for the sale
3. Self-promoter
4. Directness
5. Social Media Savvy



Law of Reciprocity



Givers Gain[®]

Givers Gain[®] is a philosophy created by Dr. Ivan Misner whereby members give support to other members.

By giving unconditionally to others, that support builds positive relationships and trust. It also creates a desire to reciprocate to the giver.

BNI.



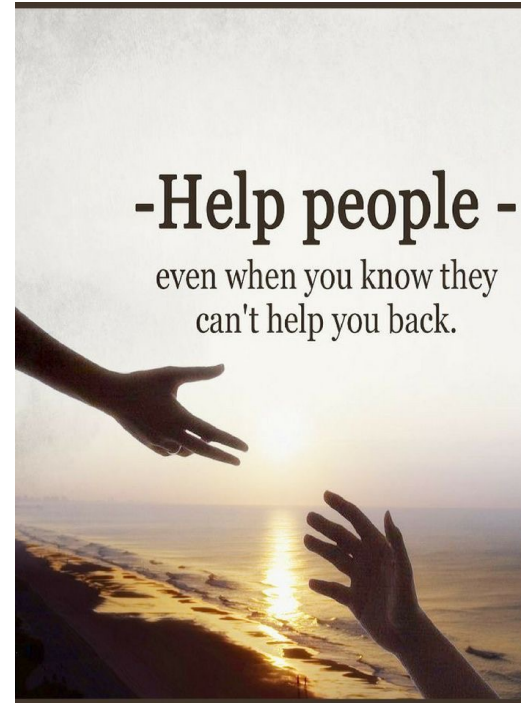
Using the Law of Reciprocity



Using the Law of Reciprocity



- Giving means helping others achieve success



Using the Law of Reciprocity



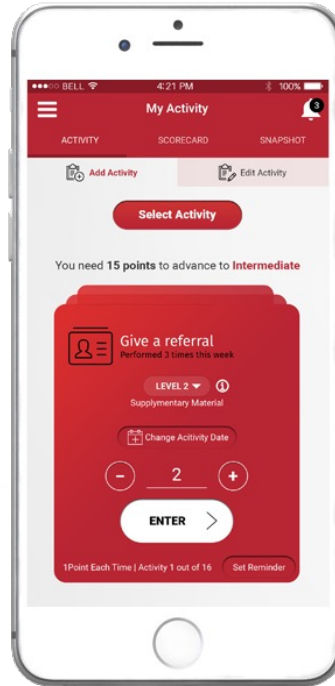
- The person who helps you may not be the person you helped



Using the Law of Reciprocity



- It can be measured





Here are some of the activities the scorecard tracks. You get points for each activity.

1. Sending thank-you cards or gifts
2. Calling a referral source
3. Arranging a one-to-one meeting
4. Attending networking events
5. Bringing someone with you to a networking event
6. Setting up an activity with multiple referral sources
7. Sharing or sending out an article of interest
8. Displaying another person's brochure in your office
9. Sharing something a connection posts on social media
10. Arranging a speaking engagement
11. Giving a referral

Using the Law of Reciprocity



- Success takes getting involved

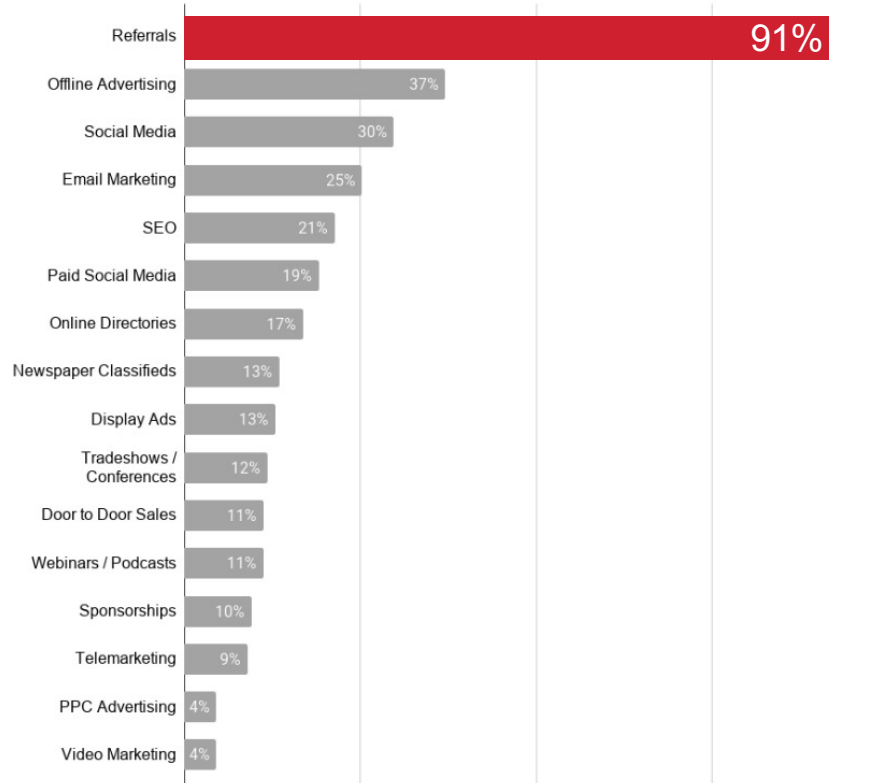


91%
AGREE

Referrals are the Most Effective Lead Generator



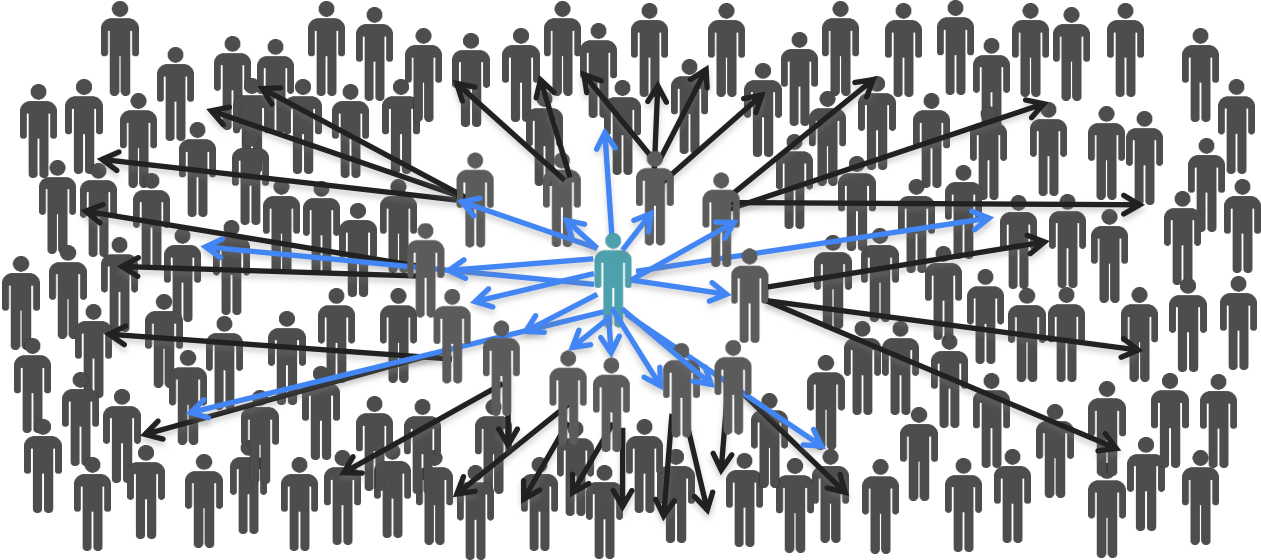
What Lead Generation Strategies are Most Effective?

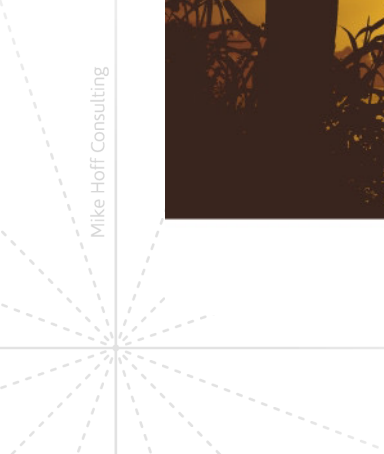


Source: Information Technology Service Marketing Association (ITSMA)



How Referral Networking Works





THE VCP PROCESS



VISIBILITY

- People know who you are, and they know what you do.
- Greater visibility creates more opportunities.
- Creates recognition and awareness.



CREDIBILITY

- The quality of being reliable, worthy of confidence.
- Credibility grows when promises are kept and services are rendered.
- Failure to live up to expectations kill a budding relationship.



PROFITABILITY

- People know who you are and they're willing to help you.
- Mutually rewarding relationship.
- Both partners gain satisfaction.



Stand out questions

- “What do you like Best about what you do?”
- “You mentioned you are in [Industry]. What got you started in that direction?”
- “Where else do you usually network?”
- “What are some of your biggest challenges?”
- “How can I help you?”

5 levels of referral



1. Name & Contact Information
2. Supplementary Information
3. Share experience / Testimonial
4. Introductory call / Arrange a meeting
5. In Person Introduction and promotion

Crafting a Compelling Pitch



What's your story?



Your USP



- Less is more
- Be succinct & memorable
- Purpose of your business
- Tells them what you do, in a way that makes them ask you “how do you do it?”





- “We work with business owners to help them understand the two biggest challenges they face every day”
- “I help non-profit organisations connect with their community through the game of golf”
- “I teach people how to create Referrals for Life”
- “How Do You Do That?”





Briefing your messenger

- Why do I do what I do?
- What problems do I solve?
- Who are my customers?
- What do I do best?
- How long does it take?
- How much is the investment?
- How do I stand out from the competition?



How to Follow up Like a Pro



Networking Challenges





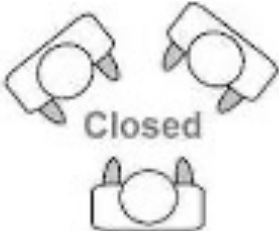
5 Of The Most Common Networking Challenges

- A Reluctance To Talk To Strangers. You were taught at an early age not to speak to people you don't know. ...
- Lack Of A Formal Introduction. ...
- Fear Of Being Seen As Pushy. ...
- Thinking That Other People May Not Like You. ...
- Having Your Intentions Misunderstood.

Overcoming Common Challenges



- Where do I start?







Maximising Your Networking Impact

The Ultimate Playbook
for Networking, Pitching, and Follow-Up



Mike Hoff Consulting

11th December 2024

Mike Hoff

mike@mhc.consulting

www.mhcbusinesscoaching.com



A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, set against a clear, light blue sky at dusk or dawn. The buildings are illuminated from within, with warm yellow lights visible through the windows and structural elements. The perspective creates a sense of height and architectural grandeur.

writefully

storytelling to grow sales



meet Neil Sheth

founder

- + 10+ years career in investment banking
- + launched storytelling comms agency in 2017
- + worked with 200+ businesses
- + board of director for British Chamber of Commerce Dubai
- + spoken at conferences and events about digital growth, business storytelling and strategy

worked at

accenture

BARCLAYS
CAPITAL

Goldman
Sachs

NOMURA

worked with

fsb⁰⁸
Federation of
Small Businesses

الرسـتـمـانـي
AWR OSTAMANI



نيوم NEOM



TRANSPERFECT



storytelling to grow **sales**



slido



What does your business do?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

your business starts
and ends with your
customer



demonstrating that you know your customer makes you likeable and trustworthy.

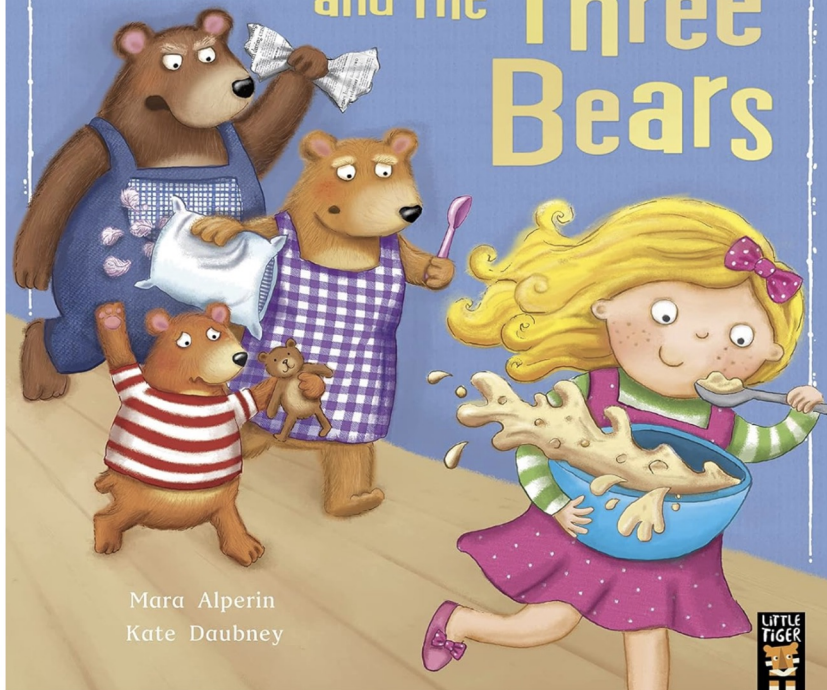


but wrapping your deep customer understanding into a **story** helps you **stand out** and **connect emotionally**

FAIRYTALE CLASSICS

Goldilocks

and the Three Bears



Mara Alperin
Kate Daubney



find the story

tell the story



weave stories into your sales funnel



elevator story
referral story

problem stories
education stories

experience / credibility stories
customer success stories

★
story sell success

they find you

they like you

they trust you

they buy from you

how do you “**find the
story**”?





1

understand your
customer

which one do you think customers would resonate with?
(corporate coaching)

option a



People are checking out of work. They are much less engaged, much less productive, and therefore don't perform. Our coaching programme solves this.

option b



“I use my coaching certification to support my team during career development discussions. It’s led to higher engagement and morale” – Missy



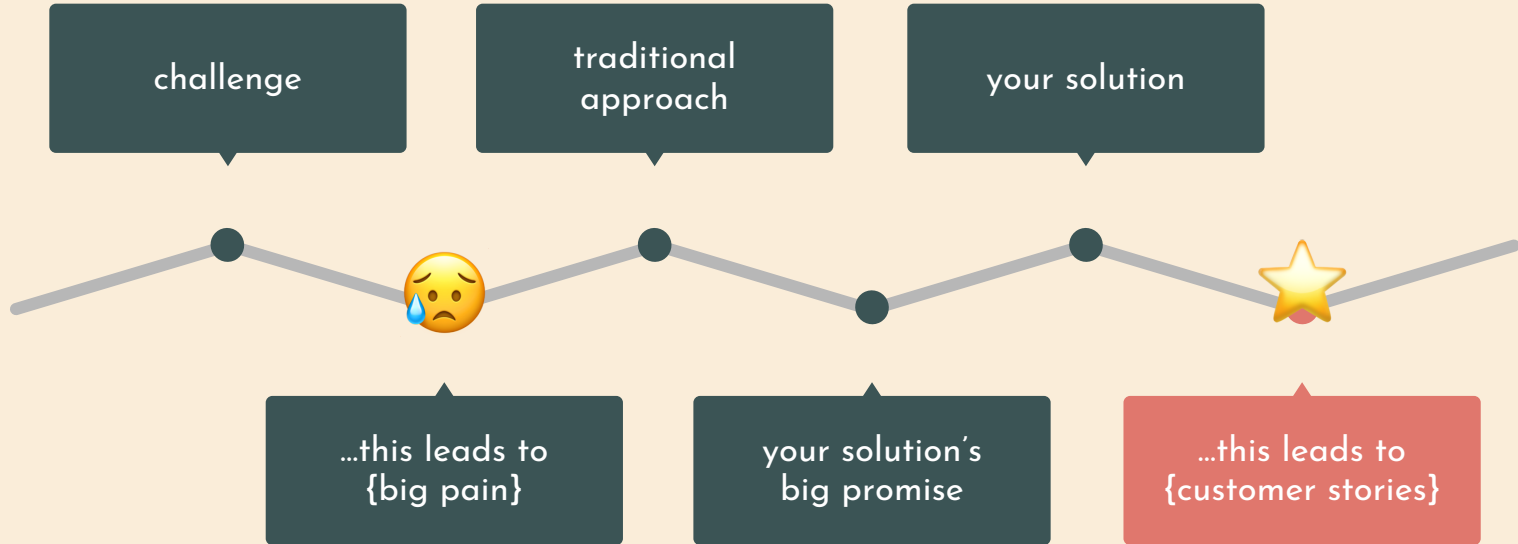
1

tell a story they want to
listen to



story hunting: find the right story to tell

(e.g. sales presentations)



pro tips

speak to one core challenge

keep it concise

use your customer's language



questions?



writefully

Neil Sheth

founder and CEO

neil@writeful.ly

Q&A



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HOW SMALL INCREMENTAL CHANGES CAN HAVE A BIG IMPACT ON YOUR BOTTOM LINE

1. Boosting 12 key business areas by just 5% can increase profitability by over 200%.
2. Apply the conversion equation - INTERRUPT, ENGAGE, EDUCATE, OFFER - in all marketing.
3. Develop a personalised business profitability roadmap.
Mike Hoff, Founder, BNI RAK Pioneers and Profit Acceleration Specialist



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HOW TO START UP FAST & SUCCEED

1. Introduce storytelling into your communications to maximise customer engagement and sales.
2. Take control of your finances to avoid financial challenges.
3. Define your business strategy and set SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals.
Neil Sheth, Founder, Writefully and Saystory
Steve Drake, Senior Advisory Partner, AHR Corporate Advisory
Adrian Lee, Advisory Partner, Middle East Advisory Partners



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DRIVING BUSINESS GROWTH & PERFORMANCE THROUGH LINKEDIN

1. Ensure your LinkedIn profile is easily found and clearly showcases what you do.
2. Use advanced search on LinkedIn to reach your 2nd-degree network, where most referral opportunities are.
3. The more your team posts, the better for your brand and budget!
Guillaume Larronde, Founder and CEO, Extra Mile - LinkedIn Consultancy



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PRACTICAL USE CASES OF AI FOR SALES & MARKETING

1. Use AI to segment customers and create targeted campaigns.
2. Use tools to generate personalised content for emails and social media.
3. Score leads to focus on high-potential prospects with tailored messaging.
Can Kartal, MD, Hoplo.ai
Rob Hayes, Co-Founder, Koshima
Carlo Pepe, Co-Founder, Koshima
Adam Streeter, Founding Partner, Perlon AI



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SALES MODELS TO DRIVE GROWTH

1. Timing is key - master the sales cycle by recognising the optimal closing window.
2. Empower your customers - guide them to make informed decisions instead of pushing a hard sell.
3. Sell smart - focus on your niche and believe in your solution.

Mustafa Shaker, Sales Director, RAKEZ
Mamoun Alamouri, VP EMEA, Uniphore

GROWTH SERIES

DRIVING GROWTH THROUGH DIGITAL MARKETING

1. Brand first - establish your mission, vision, and values before diving into marketing.
2. Know your customer - build your digital strategy around your ideal audience.
3. Digital marketing = Amplification - use tools to reach your audience but be informed before investing in third-party solutions.

Marco Borghi, Deputy GM Corporate and Product Communications, RAK Ceramics
Lalaine Chu-Benitez, CEO, Illustrado

DIGITAL MARKETING
Plenty and mostly available
SEO, Website, Social Media, Ads, Content Marketing, PPC, Email Marketing, Analytics and Attribution, AR/VR Marketing

GROWTH SERIES

DRIVING GROWTH THROUGH SOCIAL MEDIA MARKETING

1. Storytelling is key to successful social media campaigns, engaging people and driving action.
2. Know your target customers and where they engage.
3. The goal of social media strategy is to build lasting relationships through personalised content and engagement.

Diya Murra, Digital and Social Media Manager, Ras Al Khaimah Government Media Office
Nour El Deen, Digital Marketing Director, Brandbourne

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STARTING & SCALING AN E-COMMERCE BUSINESS

1. Discover and truly understand your users' needs.
2. Keep it super simple - streamline and align with industry best practices.
3. Design the experience to feel intuitive and familiar to users.

Hiteash Miglani, Executive, Growthamazon
Karl Escritt, CEO, LikeDigital

GROWTH SERIES

HOW TO RAISE FUNDS TO ACCELERATE YOUR BUSINESS

1. A 'no' doesn't mean your idea isn't great. Keep pushing until you find the right investor.
2. Research and choose funding that suits your business stage and type.
3. Balancing fundraising and scaling is tough. Plan ahead to manage your focus.

Gary Blowers, CEO, LVL Wellbeing
Samarth Shah, CFA, RAK Sovereign Family Office
Igor Kaloshin, CEO and Co-founder, AngelsDeck Global Ventures
Mona Zeineldin, Managing Director, Emerging Capital Management Partners

GROWTH SERIES



THANK YOU



rakez

RAS AL KHAIMAH
ECONOMIC ZONE

