



"Taking Clients From Invisible to **UNFORGETTABLE!**"™

Luck is how you explain the success of those you don't like – Jean Cocteau

MATTRIX Talking Points #103 – The MATTRIX Conversation Bridge™

To be successful, you need to know how to open (and close) a networking conversation. You want the other person to WANT to know more about you, and you want them to feel comfortable with you because you have established a series of "connections" with them. Building those connections is much like building a bridge.

First, you need to develop a common line of reference and a solid foundation. Then you need to establish a series of connections, each one building on the last. Using the MATTRIX Conversation Bridge™ technique, you can begin a conversation, learn key aspects and interests of the other person, establish a series of connections, and quickly decide if you want to pursue this relationship for business or personal reasons (of if you want to "cut and run").

"In any conversation, the person asking the questions holds the power and controls the pace and direction of the conversation." - Matt Rix, 2004

Knowing how to "start-up" a conversation can be one of the most important social skills anyone can learn ... understanding what questions NOT to ask (and why) is just as important. Moreover, if you understand the secrets and power of professional level networking skills, you can become UNFORGETTABLE ... for the right reasons.

A good scare is worth more than good advice – Edgar Watson Howe

Matt Rix is an internationally acclaimed keynote speaker, consultant, author, professional-level communications coach, and America's "Sage of the Signature Story". He specializes in coaching upper-level executives and sales groups in Persuasive Presentations, Leadership Development, Executive-Level Networking, and Motivational Public Speaking.

If you have an upcoming event or know of a business associate looking for an entertaining professional speaker, communications coach, or persuasive presentation expert, please call our office for available dates. Matt specializes in keynotes, workshops, breakout sessions, sales/marketing presentation training, and leadership development skills. Call us at (505) 833-0013 or email mattrix@mattrix.com