



## **Networker Job Description**

### **Job Summary:**

Duties: Builds relationships with referral sources via presentations, face to face contacts, phone calls, meetings, etc. in an effort to increase revenue through direct referrals. Works with other members of the FirstLight team (Scheduler, Office Manager, etc.), to monitor goals as they pertain to billable hours, number of clients, and/or revenue. Reports schedule and results to their immediate supervisor on a weekly basis, discusses Networking activities, and revises their plan as needed.

### **Qualifications:**

Strongly recommend college degree in Business, Marketing or Health Care, along with two years related experience and/or training. Experience in home care or other service industry preferred.

Requires proficiency in contact relationship management (CRM) software.

Must possess and demonstrate excellent communication and presentation skills as well as a positive, professional, business image.

### **Essential Functions:**

Seeks out and develops relationships with various Referral Sources.

Conducts at least 35 visits per week – mix of medical and non-medical / new and follow up calls.

Establishes a Networking plan and actively uses it as a working tool, which is revisited as requested/needed.

Visits existing referral sources to maintain and grow partner relationships.

Updates prospects, clients, and referral sources database for contact/and or mailing lists.

Tracks Networking efforts and reviews them with supervisor on a weekly basis.

This job description is not intended to be all-inclusive. The employee will be expected to perform other reasonable related duties as assigned.

\*\*\*Participates in Networking groups, especially as they relate to the senior population.\*\*\*

## **Traits and Characteristics of a Successful Networker**

- Possibly experienced in homecare/healthcare industry but not required
- Dynamic and energetic
- Passionate about working with people and building long term relationships
- Engaging, approachable and likeable. Able to connect with referral source and gain their trust
- Build a trusting relationship
- Able to handle rejection with resolve and not dejection
- Able to look beyond the levels of competition and penetrate accounts that have been ingrained with competitors
- Understand the level of commitment, dedication and consistency of networking in this industry
- They know that the silver bullet (big account) approach does not work. It is a shotgun (building many relationships) approach
- Multiple channels to create constant contact with prospects and constant displaying of the brand name
- This is referral (lead) generation not direct sales. Attend events, do speaking engagements, volunteer, etc.
- Asking questions: Must learn and quickly understand how to dig deeper for business on every meeting, but do it in a softer, deliberate way without prospect feeling interrogated
- Organized, and systematic in their daily work life. They trust and follow the model!!
- Consistently outwork the competition.