

Networking vs. Notworking

The benefits of attending networking events are clear, you have the opportunity to network with industry leaders that can give you valuable business, help you build lasting relationships, and a strong referral network. Beware that although you think you may be networking, you may be notworking. Doing so will result in a loss of valuable time/money for you and your company.

Networking is a 2-Way Street! Effective networking requires “give and take.” If one person does all the giving and the other does all the taking, it will be a short lived relationship. Both parties must benefit. Both must give and take.

Before the event:

1. Think of topics you'd like to discuss.
2. Do your homework: Find out what type of businesses will be attending and what positions are held.
3. Know your message.
4. Update your LinkedIn profile with newest achievements.
5. Charge your phone/iPad/tablet before an event, if you will use them to gather information.

Always:

- ✓ Arrive on time.
- ✓ Smile before you enter the room and engage with others.
- ✓ Approach a person or group and KISS. (Keep it short and sweet)
- ✓ Carry a pen to write down information about the prospects you are meeting.
- ✓ Wear a name tag if the event does not provide you with one.
- ✓ Find something that will set you apart from the rest of the room.

**** Value everyone you meet. Relationships are essential in growing your business!**

1st Interactions Should Include:

- Rapport building.
- A clear understanding of each other's business & roles.
- How you can help each other.
- A tentative agreement on next steps.



Conversation Starters:

So, what brought you here today?

How's your day going? It's simple, classic, and always effective if you throw in a smile.

How did you hear about this event?

Great for Introverts:

I'll be honest, the only person I know here is the bartender, and I just met him two minutes ago.

Mind if I introduce myself?

What company do you represent?

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Make a Lasting Impression:

Breathe: Take a deep breathe before you walk in.

Show Confidence: Maintain eye contact, use positive body language, have a firm handshake, smile, show appreciation for time given.

Be Fearless: Walk up, stick out your hand, introduce yourself, ask what they do, and listen.

Work the Room: Don't limit yourself to one area, try and reach out to as many people as you can without cutting conversations short. Make time to say thank you and goodbye.

Extend Your Last Impression: Send thank you emails, connect on LinkedIn etc.

Keep Yourself in the Business Loop: Read about current business trends, news, and events so you can introduce and join in on conversations!

Know Your Next Steps: Have a clear follow up plan for your new connections.

Initiate: If your connection is in tuned with what you are offering request a coffee meeting where you can continue your conversation one-on-one in a quieter environment.

Never:

- Pitch your prospect! Networking is about "Relationship Building" If they can't use your product/service now, they may in the future or they may know someone that can use it.
- Call a person you don't know and say "Clara Smith, suggested that we meet" if Clara suggested no such thing! It's a tacky method of connecting and they will ask Clara Smith if she recommended you.
- Accept phone calls check text messages, or e-mails when in group conversation.
- Forget to say Thank You! Forget to follow-up!

Following Up:

- Send personalized thank you e-mails/notes to all you meet. Give a suggestion as to how you can help their business.
- If you don't hear a response. Wait a few days and reach out in other ways.
- Send a LinkedIn request with a short message. Make a phone call.

30 Second Elevator Pitch:

- Make sure your 30 second elevator pitch is concise, clear, powerful, visual, targeted, goal oriented, and has a hook!
- Your message must be targeted, goal oriented, and have a hook!

Networking Using Social Media:

- Share useful content. Keep them simple and short and include a link to read additional information. Make time to thank people that share/retweet/favorite/like/follow you and your posts. Join in on conversations and build your brand. LinkedIn: Make sure it has an eye-catching headline. Discuss accomplishments in detail. Have an up-to-date work history. Be typo-free and proofread by a friend or mentor.

Schedule Your Free Productivity Consultation Today!