


THE ART OF NETWORKING



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- ⦿ Disclaimer: This class material is for informational purposes only. It is not intended to make you an expert in any of the subject matter covered.

COURSE OBJECTIVES

- ⦿ Recognize the importance of networking
- ⦿ Recognize how successful networking can help you establish yourself as a professional
- ⦿ Identify seven habits of successful networkers
- ⦿ Prepare an “elevator speech”

COURSE OBJECTIVES

- Formulate a plan to successfully network an event
- Employ first steps to be taken when attending networking events
- Apply strategies for focusing on others
- Develop a list of questions to be used to begin conversations when networking



COURSE OBJECTIVES

- Assess when the conversation is over and how to tactfully move on
- Describe 10 networking mistakes that could derail your business and networking success
- Practice techniques and strategies of networking



SHAKING HANDS






7 HABITS OF STRONG NETWORKERS

- Smile 
- Practice 
- Be yourself
- Strategize

7 HABITS OF STRONG NETWORKERS

- Listen 
- Offer Value
- and 

STRATEGIES & TECHNIQUES

- Greet the Greeter 
- Meet the Host
- Start Small/Think Quality not Quantity 
- Focus on the Other Person 

STRATEGIES & TECHNIQUES

- Ask questions



STRATEGIES & TECHNIQUES

- Ask questions

- What do you do?
- How did you get started?
- What advice would you give if I wanted to be successful in your line of work
- What did you do before?

STRATEGIES & TECHNIQUES

- Ask Questions, cont'd

- What do you love/enjoy most about what you do?
- What separates you from the competition?
- What one thing would you do if you could not fail?
- What is the strangest/funniest incident you've experienced in your business?

STRATEGIES & TECHNIQUES

- ◉ Ask Questions cont'd
 - What significant changes have you seen in your profession through the years?
 - What do you see as the coming trends in your profession?
 - You have some free time on your hands, what would you do?
 - How can I be helpful to you right now?

STRATEGIES & TECHNIQUES

- ◉ Go large 
-  ◉ Get Involved
- ◉ Do a good close 

11 NETWORKING MISTAKES

- ◉ I don't like to make contacts
- ◉ Contacts are useful only to find work
- ◉ I network only when it's convenient for me
- ◉ I'm too busy
- ◉ It distracts me from serious work
- ◉ I don't like to go to social events

11 NETWORKING MISTAKES

- Have you heard the latest rumor
- I can only afford to build relationships with important contacts
- I have very few contacts
- I must impress my contacts
- I don't know where to network

LET'S NETWORK



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