

**Working for your business**



**Essential tips for any networker**

- ▣ Networking is an essential skill for business people who want to move their business forward. The strong association between the business executive as a person, and his or her business demands, are that, they get out into the world and create and maintain business relationships.
- ▣ Here are some tips and resources to help you to improve your networking



skills and extend your reach.

- ▣ How can I use networking more efficiently in my business

Before you leave home in the morning you always check that you have your keys, your diary, your wallet, your lunch don't you?

**Therefore, Before** you go to a **networking** meeting, there are a few essential checks you should make...



- ▣ **Business Cards – Never leave home without them**  
Make sure you have enough business cards

Writing your contact details on a scrap of paper will make you look unprofessional and reduce the likelihood of someone contacting you.

Make sure your details are current. Writing your new mobile number or

email address on your business card also looks unprofessional. Get some new ones printed if necessary.



#### ▣ **Be Early**

- If you're new to networking, arrive in plenty of time, this way you won't be walking into a room full of people and others are more likely to come over to you.



If you are unsure about joining a group of people.

Look for somebody who is on their own, they will most likely be happy to chat to you

Or. Look for groups of 3 people that way you won't be the odd one out and you will be able to strike up a conversation with the third person.



#### ▣ **Be Yourself**

Be yourself and interact with people in your own way. If you've enjoyed a relaxed conversation, your prospect is more likely to remember you and make time for you when you call.

There is a saying that you have one mouth but two ears, so use them in proportion!

#### ▣ **Always be very clear about what you do in conversation**

Have your introduction rehearsed so you can concisely introduce yourself and your services.

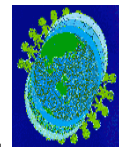
People you talk to need to have a clear picture of what you're offering

Spend as much time listening as talking

You may need to politely move on to someone else if the conversation doesn't look promising



Don't make it look obvious you want to get away



▣ **Never make assumptions about the person you are talking to.**

Everyone has friends, colleagues, relatives and contacts, and one of them might be just the person you need to speak to.

After meeting someone, jot down a few notes on the back of their business card to remind you of who they are and what you talked about.

▣ **Call those you meet who may benefit from what you do and vice versa.**



Express that you enjoyed meeting them, and ask if you could get together and share ideas.

▣ **Become known as a powerful resource for others.**

When you are known as a strong resource, people remember to turn to you for suggestions, ideas, names of other people, etc. This keeps you visible to them



▣ **Have a clear understanding of what you do,**

Why, for whom, and what it is that you that is special or different from others.

In order to get referrals, you must first have a clear understanding of what you can do for others



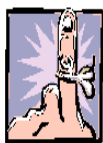
▣ **Networking is an investment,**

Even if the results aren't always immediate.

It is like insurance. You can't insure for an event after it's happened, and you can't network in a crisis.

So network before you need it and keep networking. Then, when the crisis happens, you've got trusted contacts to draw on.

Generally speaking, those who benefit the most from networking are those who are the most generous with their time and the most willing to help other businesses make contacts



▣ **REMEMBER**

Networking involves **WORK**. With preparation, effort and enthusiasm, you'll get a great deal out of it