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## How to Become a Confident and Effective Networker

### What is Networking?

**It is simply building relationships.**

How do you build any meaningful, worthwhile and long term relationship?

### Through trust

That is how good business is conducted, not just through a quick sale and conducting transactions.

But to get to the trust you have to get to know the person first, then there has to be mutual liking.

If you need to boost your confidence try these WARM UP EXERCISES prior to attending events (both social or business)

1. You are about to give up 3 precious hours, unpaid, if it's work related, so get the most out of it
2. Get positive and think you will enjoy this event and have some real fun
3. This room will be familiar.

You will see people on their own, open 2 's and 3's. They will be welcoming.

Beware of the closed 2's 3's and 4+ groups unless there are people in there you already know.

4. Approach groups you feel comfortable with.

Male/female? Younger /older? Tall/ not so tall?

5. What have you got in common with the people at the event?

You all travelled to get here; you are guests of the same hosts; you are all this seminar to learn something; Ask questions based on those topics you have in common



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6. Plan to talk to 3 new people and gain 3 new pieces of information or gossip.

When you have prepared and found targets on the guest list ensure you introduce yourself to those people.

7. You are only selling yourself, not your company, it's services or products. You are the human face of your organisation; when you make a great impression and they have a need for the services you offer you are the portal through which the prospect will come.

Maybe not immediately but later, as long as you keep in touch

8. Get yourself in the right state. ...AND NOT "A RIGHT STATE" Walk in ,head held high, shoulders back ...and smile.

9. You are a decent and likeable person; believe in yourself and, in your area you have much knowledge and expertise

10. Everyone at the event wants to network. They want to meet you just as much as you want to meet them. The chances of rejection are tiny

11. There will be the odd rude person ..... just get away from them as soon as possible

12. It might happen, but very very occasionally you may get rejected.  
These people aren't worth giving a second thought to.  
Focus on the 99.9% of pleasant and welcoming people

13. If you are shy (rather , you believe you are) there has to be a time to do your best and to face your fears.

Where possible aim to go with someone you know and 'hunt in pairs'.  
When you find it starts to get easier , aim to approach people on your own

14. Move on from groups if you are not part of the conversation.  
Excuse yourself and start again approaching people alone, open two's and three's.

15. Let the other person do most of the talking.  
Be a good listener and encourage others talking about themselves.

16. It is more preferable to be more interested than interesting.  
You learn nothing when talking, only by listening

17. Small talk is the foundation of all relationships. Home surroundings, holidays and travel, sports interests and hobbies, current events and family. (Be sensitive to this last topic)

18. When you talk business ascertain the person's background, how business is at present and where they see things going

19. When you spot an opportunity ask for their business card and then ask permission to call a few days later. Write down the agreed date on the back of their card

20. As soon as you get home diarise the call and annotate all useful information on the card in preparation of making that vital follow up call

**Have FUN !!!!**