

NETWORKING TIPS

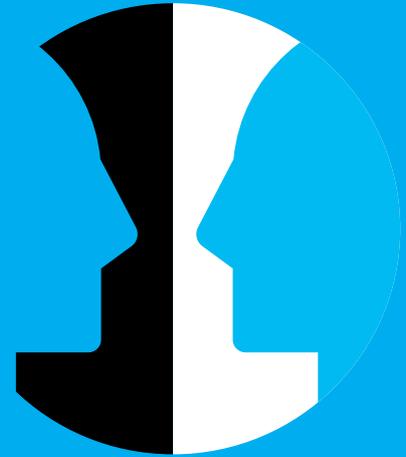


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ARE YOU NETWORKING SUCCESSFULLY?

Networking is a great way to build relationships. Networking events give you the opportunity to gain new connections, to share your success, to build your brand awareness, and learn more about an industry.



8 TOP TIPS

1. Set goals. Why are you attending this event? To find new business? To build your brand awareness? To gather information? If possible, find a list of attendees before the event, learn who you want to target and strategise the best approach.
2. Research the market, what is topical at present, read industry news the morning of the event. Also, research the clients that you plan to speak to and find some questions that will impress and demonstrate your knowledge about their business. By doing some work before the event you will have more confidence and credibility when introducing yourself to new business prospects.
3. Give a firm hand shake, make eye contact, smile and speak up. It sounds simple but is rarely done well. It is important when networking to show your confidence and personality.



4. Take business cards with you. More often than not when you give one out, you get one in return. This is a much easier way to remember everyone you have spoken to and make sure the next day you take the time to add them to your address book. Also, add any personal details you can remember, this allows you to differentiate yourself when you get in touch.
5. Have your 'elevator pitch' prepared, polished and ready. Nobody likes a rambler; keep it to 90 seconds max, just share your key selling points, give a brief summary of your business and your position there. Make it engaging, clear and interesting.
6. You have two ears and one mouth for a reason! Maintain eye-contact, don't fidget, and nod your head in agreement to avoid interrupting. When they are done, respond directly to at least one key point they have mentioned. If you do this, it proves you are interested and will make you memorable for all the right reasons.
7. Be confident. It is critical you never let your nerves get the better of you. "The fear of public speaking is the fear of being eaten. Remember, the audience are the pray and you are the lion" Deborah Frances-White.
8. Think about your body language, use hand gestures, make eye-contact and smile. Another tip that you may not have thought is to stand on your front foot and project forwards, rather than leaning back, this shows your engagement and enthusiasm in the discussion. A final tip, which isn't always appropriate, but, if you want to have some impact with a statement; try not to move your head when you speak. When you say a statement with a still head it adds a sense of power and importance to your demeanour – It's harder than it sounds, give it a go!

