



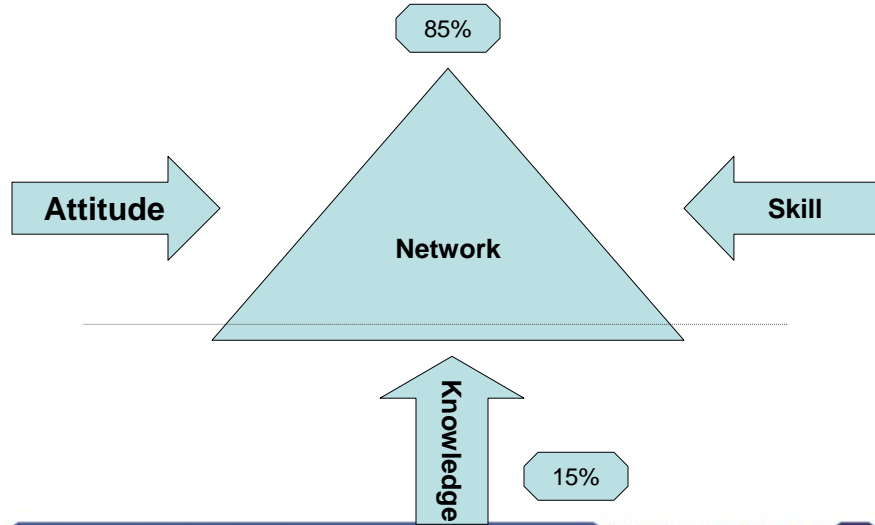
Networking is for Everyone



Identify a person you feel is an Effective Networker ...

- What traits, characteristics or qualities do they demonstrate?
 - Confidence
 - A positive attitude
 - Energy
 - Welcoming (outgoing)
 - Makes you feel important
 - Willing to put himself in an uncomfortable position
 - Checks in regularly
 - Optimism
 - Genuinely interested
 - Versatility

What is necessary for networking?



Definition of Networking

- The buzzword for making contact with people and exchanging information, ideally to the mutual benefit of everyone
- Networking can occur anytime you meet someone in your field of interest.
- It is an effort and state of mind

What is networking?

- Establishing a relationship
- Developing trust and respect
- Seeking knowledge and retaining information
- The quality of contacts you make, not the quantity

- Look at every event as a networking event
 - Dress appropriately
 - Make eye contact
 - Have a firm handshake

The four essentials of networking

- Stand up
 - If you are seated, failing to rise suggests unimportance
- Smile and make eye contact
 - Smile = warmth, openness and interest
 - Eye contact = focused only on that person
- State your greeting
 - “How do you do”, “hello”
 - Repeat the persons name, not only flattering but serves as an aid to remember
- Shake hands
 - A proper handshake lasts 3 sec
 - Clasped hands are pumped once or twice



Effective Networker

- Respects the opinions and time of others
- Helps other people as much as he/she is helped
- Established rapport long before asking a favor or even offering a business card



Ineffective Networker

- A name dropper who brags about his connections
- A person who comes across as being concerned to what can be done for him than what he can do for someone else

Opportunities

- Always present yourself with professionalism, competence and patience
 - Be a good listener
 - Have enough confidence in yourself to let the other person be the hero...
- Gain valuable knowledge about a person and their role
 - Their title is not important, find out what they do

Opportunities

- Find out pertinent information
 - Not information you can get on a website
 - Get details, ask them what some challenges they face
- Plant a seed you can develop at a later date
 - “Can I call you later to talk about..”
- Come across as a problem solver, as opposed to being a problem person

Before the event...

- Contact the host organization to get a list of attendees
- Prepare a list of generic questions you can ask anyone?
 - What does your company do?
 - What is your position?
 - What are some of your responsibilities?
 - What are some challenges you have in your business/industry?
 - What trends are affecting you with either positively or negatively?
 - What types of companies do you deal with?

Before the event...

- Read up on current issues
- Be early, plan on arriving 20 minutes before
- Bring your own nametag
 - If you have to make one
 - 1st name = biggest
 - Last name = small
 - Company = in between



During the event...

- Pretend you are a host, not a guest
- Introduce yourself using the 3 P's
 - Pause
 - Part
 - Punch



During the Event...

- If possible, position yourself near an entrance door, a bathroom or food
- If possible glance over the nametags
 - Attach a personal note/your business card to a few
- Make sure you bring a lot of business cards
 - Plan on giving 2 to each person you meet



During the event...

- Initiate the handshake
- Mingle, don't monopolize
- Network or eat (not both)
- Take notes
- Leave everything in the car
- Collect and distribute business cards in different areas
- Remember you were born with 2 ears and 1 mouth
- If you go with a friend make arrangements to meet later



After the event

- Review your business cards and notes as soon as you can
- Follow up with every contact you made a promise to
 - Actions speak louder than words
- Send a hand written note to those you may be beneficial you in the future
 - Email is ok, but not as personal or memorable
 - If you don't send something within a week...you lost the opportunity

Final Thoughts and Suggestions

“It is not because things are difficult that we do not dare, it is because we do not dare that they are difficult”. - Seneca

- Your first impression may be your only impression
- There are no strangers only business contacts you haven't met yet
- Become genuinely interested in people
- Be a good listener, encourage others to talk about themselves

“100% of shots you don't make, don't go in”

Wayne Gretzky

- Be a good listener, talk in terms of a persons' interest
- Smile
- Begin in a friendly way
- Make the other person feel important and do it sincerely
- Arouse an eager interest in the other person
- Ensure the other person will say “Yes” immediately
- Engage yourself to see the other person's point of view
- Appeal to the nobler motives
- Dramatize your ideas
- Make the other person happy about your suggestions

* “How to win friends and influence people”

References

- The information and ideas I presented today are from
 - Dale Carnegie Training
 - My own interpretation
 - “How to win friends and influence people”
 - “The Etiquette Advantage in Business”
 - Peggy Post and Peter Post
 - “Effective networking for busy people”
 - <http://entrepreneurs.about.com>
 - “The nine essentials of networking with people and creating more opportunity”
 - bguides™
 - Networking 101
 - [http:// web.mit.edu](http://web.mit.edu)