

Networking Pointers

1. ‘People Buy from People’ – Dress to convey your success, be confident, smile, and make eye contact when talking to people.
2. “Be Prepared” – Prepare a 20 word instruction explaining who you are and what your company does and ensure you have a sufficient number of business cards and a pen!
3. “Have an Ice-Breaker” – e.g. Hello my name is Stephen, Sales Director of ABC Co Ltd, do you mind if I join you for a few minutes?
4. DO NOT – hand out sales brochures or try to close a deal during the few minutes of conversation available to you.
5. “Work the Room” – after 5 minutes end the conversation politely and introduce yourself to another person or group at the event.
6. Remember – “People are interested in them selves and what they do” – so ask open questions about you fellow networker – What do you do? , How long have you held that role?, Who do you use for (my product or service offer) at present?
7. Follow-Up – Ensure that all of your contacts receive a short letter (not email) from you within a week of the networking event including more information on your business and potential benefits to them.