Networking

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What is Networking?

- Networks- groups of people who talk and share ideas, information and resources.
- Networking- Discovering connections between people
- Use the Power of Networking to Ensure your Success?
    - Success.
        - It is not <u>what</u> you know
        - It is **who** you know
        - Its who **wants to know you!**
- Why Network?

Why Network?

- Faster Answer to Questions
- A safety net in a rapidly changing business world
- Less need to be an expert
- Resource for Business Deals, Alliances, Jobs

First Things First: Pre-Approach

- Industry
- Group or organization
- Individuals belonging to the group or organization

Business Organizations and Networking Groups

- Casual Contact Networks
- Strong Contact Networks
- Professional Associations/ Knowledge Networks
- Community Service Clubs
- Social/Business Organizations

Build on Contacts

- Set goals to add to your contacts
- Follow up immediately
- Get to know your contact
- Stay in contact
  - Compliment
  - Ask a question
  - Referral
  - Educate
  - Surprise

Build on Contacts

- Invest time and effort to help others
- Nurture your own network
- Get outside the traditional work environment
- Bring your network together
  - Facilitate the meeting of contacts
  - Invite new people to join

Approachability Guidelines

1. Don't intend to sell anything.
2. Set a goal or outcome for the event.
3. Do your homework.
4. Dress appropriately.
5. Wear a name tag on your right side.

Approachability Guidelines

6. Have a good handshake, smile and eye contact.

7. Use "Pause—Part—Punch" with your name.

8. Introduce yourself with information about the occasion or the other person.

9. Have an exit strategy.

10. Follow up.

The Elevator Speech

- General target you serve

- Needs typically addressed

- Reference your organization

- Your value proposition A— or Branding Statement

When You Give a Business Card

When You Get a Business Card