

Top 10 Tips – Networking

Supplied by: Stanair Industrial Door Services



- 1.** If possible, find out from the facilitators of the event who will be attending and then try to recognise the trades/professions that have a synergy with your own ie (plumbers, electricians and painters and decorators). (Solicitors, accountants, business rescue and insolvency practitioners). (Photographer, florist, personal travel counsellor/travel agent). Then try to get an introduction to these people at the meeting.
- 2.** Arrive early so that as people come in, you can, if you wish, be introduced to them or introduce yourself to them. If you are in the room already, people will come and introduce themselves to you, rather than you arriving late, having to go and join a group or interrupt a conversation that is already taking place.
- 3.** Having arrived early and formed a discussion group, people may come and hover on the edge of your group. Find an appropriate time whether you, or someone else is talking to include that other person into your group. Do it politely, invite them in. "Hello, I'm Michael Markham (*or use your own name if you wish*) and you are?" and let them tell the group who they are and what it is they do. They will remember you for including them.
- 4.** Make sure you are remembered. When you get a chance to introduce yourself, make sure you speak slowly and clearly so that people understand and remember your name and what it is you do, and do try to make it interesting.
- 5.** At most networking meetings we get an opportunity to speak on a one to one, sometimes to the table and occasionally to the whole gathering and usually we are afforded either one or two minutes to do this. It is important that we make an impression during that time. The important points to get across during this time are – your name, your company name, briefly what it is that you do, the name of an organisation that you would like a warm introduction into and then finally, your name, your company name and a memory hook, if you have one. If you don't have one, develop one.

This is often referred to as elevator talk because they say that during the time it takes you to take an elevator ride (that is a lift ride in England of course), you should be able to tell someone what you do.

Top 10 Tops Supplied by...

2 Henson Way
Telford Way Industrial Estate
KETTERING
NN16 8PX

Phone: 01536 482187
Fax: 01536 411799
Web: www.stanair.co.uk



Top 10 Tips – Networking

Supplied by: Stanair Industrial Door Services



It is important to prepare this and rehearse it so that you always know what it is you are going to say. I have attended network meetings, in fact Chamber lunch meetings where people have been offered a 2-minute slot and have refused it because they haven't prepared it. That, in reality is a missed opportunity to get business.

- 6.** On the basis that you network to meet new people and make new contacts, try not to stand or sit with people you already have a relationship with unless it is, of course, to further that relationship in a positive work based manner. You can always socialise at another time.
- 7.** Ask people if you can help them. Is there someone that they would like an introduction to either at the meeting or an organisation outside of the meeting where you may have access and can, therefore, introduce them.
- 8.** Wear your name badge on your right hand side so that as people shake your hand, your name badge is straight in their view rather than having to tilt or turn their head to look at the name badge on the left hand side.
- 9.** Look for people standing on their own and set about helping them by making them feel at ease or by introducing them to a group or an individual with whom they may have a business synergy. They will remember as that nice person who saved them from their own shyness.
- 10.** Finally, make sure you have plenty of business cards with you. Keep your own cards in one pocket and the cards that you receive, after you have shown an interest in them, in a separate pocket.

You may wish to write on the cards that you receive where and when you met the person. Just as a memory jogger for yourself for the future.

Top 10 Tops Supplied by...

2 Henson Way
Telford Way Industrial Estate
KETTERING
NN16 8PX

Phone: 01536 482187
Fax: 01536 411799
Web: www.stanair.co.uk

