

Top 10 Tips – Network your way to success

Supplied by: The Development Company Limited



Top 10 Tips for.....Networking

If you're looking to build your business, increase your contacts and do some social learning then networking is a great way to do it. The Development Company delivers Networking skills to private and public sector clients across the UK.

1. All of us network

Networking is a scary word, so replace it with the expression 'connecting'. We meet new people all the time – at a BBQ, party, the school run and so on. You are making a new connection, like you do most days.

2. What do you want to achieve?

Set a goal for yourself. Networking can be about increasing your knowledge of who provides what, getting known, raising awareness of your product and service, finding a new job, etc. Write a specific goal.

3. How do you want to network?

Networking isn't all about attending an event. I often network from my desk. I identify people who interest me or who may offer complementary services to our own. For instance, I may contact an IT training company and ask if they get requests from their clients for management development. It could be worth us meeting.

4. Networking is about giving...

What do you have to give? Think of something you can offer someone. When I call or email I suggest why it will be useful for them to get to know me. For instance, we export our products and services, so if I read about a company starting their journey into exporting, it can be useful time for them to meet with me.

5. Networking is about people...

Never sell. We buy from people we like. Get to know them and relax.

6. Listen more than you talk

If you want to influence people, listen to their story.

7. Networking is about asking for help...

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Psychologists suggest that using the word 'help' appeals to our nicer nature; all of us enjoy helping. We often forget to ask people if they know someone who...

8. Networking is about your brand...

I've been to networking events with people who look scruffy, behaved aggressively, looked scared, yawned and got drunk. We are our brand. Always.

9. Keep in touch

I always follow people on social media, send an email upon meeting them and keep the relationship going. I keep in touch with a ex-business link adviser who enabled me to access a grant worth £10,000 for my business.

10. Record the information

....Networking is about connecting people. So record the information on a spreadsheet. Don't rely on chance or memory. Write it down so you can connect people.

Bio: Kay Buckby delivers 60 minute seminars, one to one coaching and half day events on the subject of networking. Contact us if you'd like to discuss your specific needs.

"A great session from Kay, which will enable my team to benefit from networking."

Doris Arens, Hispex -Specsavers

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