



Networking Tips

1. Bring lots of high quality business cards with you and do make sure they say what you do.
2. Decide what you are selling and who too. Be able to sum up your business in a couple of sentences.
3. Choose your attitude – get yourself into the right state of mind.
4. To quote Will Kintish 'it is more preferable to be more interested than interesting. You learn a lot more by listening.
5. How might other businesses be able to help you or your clients/customers
6. Arrive early. Not only do you get to know the host but also other attendees will talk to you.
7. Start off by asking people what they do and be interested in their reply. Be a good listener. They will ask you too and a conversation ensues.
8. Try to bring others into your group. It will make it easier to move on. Remember you are there to work the room not to talk to friends or colleagues.
9. Do not leave someone by themselves. Ask if they would like to meet the person you are heading for.
10. Be enthusiastic about what you do. Smile a lot and listen a lot. You are there to benefit your business and that means buying, introducing, working together etc., not just selling.
11. Use the back of their business card to make notes about how you might be able to help them or how they can help you.
12. Try to help other people you meet to get business too.
13. Don't rush away. Talk to a few more people, they might be the ones who need you.....or who you need.
14. If you spot an opportunity (by listening) to do business ask for their card and ask if you can call/email them. Write this down on their card
15. When you return to your office follow up any actions, thank people for their help, insights, and perhaps ask if they would like to receive useful information from you.

Take every opportunity to stand out from the crowd. Be nice; be helpful, be memorable and business opportunities will arise.

Finally, and most importantly, enjoy the occasion.