

## NETWORKING FOR SUCCESS - HOW TO FIND THE NEXT BIG OPPORTUNITY

### OVERVIEW:

Whether you are already networking with some degree of success, have reservations in certain areas, feel you could improve, or are new to this field - this workshop is definitely for you. The ability to create and maintain strong professional relationships is an important key to business and personal success. Networking is a vital skill that allows you to cultivate lasting business relationships and create a large sphere of influence from which you can find new contacts, clients, referrals and opportunities. It's not what you know, it's who you know, both on and offline.

### OUR OBJECTIVE:

We will provide you with a structure for Networking in 3 main areas; **Preparing, Participating and Profiting**, which will enable you to Network and 'work a room' more effectively and get results every time. We also look at networking online and your 'electronic footprint' - what impression are you creating?

### WORKSHOP CONTENT:

<ul style="list-style-type: none"> <li>• Preparation - what to do before an event</li> <li>• Effective Introductions for gaining impact</li> <li>• Creating your Memory Hook</li> <li>• Developing your 60 Seconds Introduction</li> <li>• Ways of Breaking into a Group</li> <li>• Starting a conversation &amp; Connecting with People</li> <li>• Tips on Remembering Names</li> <li>• Qualifying People &amp; Questioning Techniques</li> <li>• Moving from Small Talk to Business Talk</li> <li>• How to Build Rapport Online and Offline</li> </ul>	<ul style="list-style-type: none"> <li>• Ways to keep the conversation flowing</li> <li>• Active Listening Skills</li> <li>• Graceful Exits &amp; Moving On</li> <li>• Introduction to Online Social and Business Networks</li> <li>• How to create an online Profile</li> <li>• Your online networking strategy</li> <li>• Following up an introduction</li> <li>• Building and Maintaining a Network both Online and Offline</li> </ul> <p style="text-align: center;"><i>Networking - putting it all into practice and having some fun along the way</i></p>
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### WHY YOU SHOULD ATTEND - THE BENEFITS TO YOU...

- ✓ **Change the way you feel** about Networking and understand why it is a powerful skill
- ✓ Understand the increasing importance of networking and **representing yourself online**
- ✓ A **step-by-step process** to follow whilst Networking
- ✓ An opportunity to **practice the techniques** in a real Networking environment
- ✓ Obtain that all important 'ROI' from every Networking event you attend in the future
- ✓ Succeed in **getting more sales** and valuable clients
- ✓ **Build and maintain a powerful Network** that yields real results for you
- ✓ Deliver **your company message** in a meaningful way to prospective customers
- ✓ **Sell your company in a 60 seconds pitch**
- ✓ Meet and **Network with fellow Directors** in your area
- ✓ Understand how to **leverage opportunity** from your existing Network and introduce a word of mouth marketing strategy
- ✓ **Meet prospective clients**, suppliers, resources and future partners and **profit from your Online Network**
- ✓ **Reach people** you have not been able to reach through traditional marketing - **6<sup>o</sup> of Separation**
- ✓ Understand your prospect's **mindset**
- ✓ Create an **online profile** to attract your target audience
- ✓ Use advanced communication skills to **deliver your message**
- ✓ Develop **rapport** and relationships
- ✓ Connect with others through **referrals**
- ✓ Find that next big opportunity and strategically **leverage your Online Network**
- ✓ Tips and hints for **Facebook** and **LinkedIn**



**JOIN US IN TURNING CONTACT INTO PROFIT**