
Networking – Getting Connected

This program focuses on effective networking techniques to build strong business and community relations. Participants will learn how to prepare for networking events, and develop the essential skills to “work a room” effectively. The workshop addresses the difference between networking and selling, and provides tools and techniques that will help you initiate conversations, avoid various networking “traps” and follow up with your contacts.

Program Content:

Introduction

- What is Networking?
- Program & Participant Objectives

Networking with a Purpose

- The Importance of Networking – Why Do We Network?
- Networking and Selling – What is the Difference?
- Know Your Target Audience
- Your Purpose for Attending the Event
- Your 30-Second “Infomercial”
- Networking is A Two-Way Street – Give and Take

The Importance of Communication

- Self Assessment – Determining Your Strengths and Weaknesses
- How Communication Affects Relationships
- Communication Styles

Effective Listening

- Three Levels of Listening
- Why do We Listen the Way We do?
- Steps of Listening

Silent Communication

- Body Language – What Are You “Really” Saying
- Personal Space
- Voice and Tone

Networking Techniques

- How to Read Your Audience
- The Approach – How to Get Started
- Remembering Names
- Making Conversation – What To Talk About
- Building the Relationship
- How To Navigate the Traps and Pitfalls of Group Networking
- Networking Killers – What Not To Do

Follow-Up and Follow Through

- When and How to Follow Up
- Persistence vs. Stalking