

The Art of Networking

By Glen King



Why network?

- To build Relationships
- To raise your Profile
- Grow your business
- Learn how to sell YOU
- Be Yourself



Power networker attitude

- Know where you want to be
- Know where you are now
- Know what you have to do, to get to where you want to go
- Take Positive Action!



Attitude

*The more you put **in** the more you get **out***



OPPORTUNITYISNOWHERE

Opportunity is no where

Opportunity I snow here

Opportunity is now here!

Make a **good** impression

- Dress Code
- Personal hygiene



Body language



- Accounts for 90% of a conversation
- What is it saying about you?
- Are your emotions on show?
- Be yourself

Stand out from the crowd

- Be prepared
- Know your subject
- What is your objective?
- What is your unique selling point?



Make the most of your **time**



- It's not how much time you spend - it's how you spend it
- Plan ahead
- Quality not Quantity

Business cards

- Don't forget your Business Cards!
- Your best marketing tool
- Leave behind
- Make notes



We come in all sorts
of **shapes** and **sizes**



The name game

- How important is a name?
- Are you good or bad at remembering names?
- Tips and techniques
- *The get out clause*



What to do on arrival

- Check the attendees list
- Mix & mingle
- Power of positive thought
- Have the right mindset



It's good to talk



- Don't be too pushy
- Give time to others
- Don't be in a hurry to rush off

Work the room

and make the room work for **you**

- Listening accounts for only 7% of conversation
- We have only one mouth & two ears!
- Don't panic – smile!



How to get the Golden Goose



- Don't be afraid to ask
- Press those buttons

Drop the dead ducks

Slip out the back Jack

Make a new plan Stan

No need to be coy Roy

Jump on the bus Gus

Get yourself free Lee



Follow ups



- Make notes
- Send literature
- Be bespoke – personalise
- Keep your name in the frame
- Stay on their radar!

Open up

- Get the right attitude
- Be open to opportunities
- Switch on and light up the room

