

Networking 101

Make Connections That Actually Create An ROI



Before The Event

- Research the event host and the demographics of the attendees. If there's someone going to the event you want to be introduced to, ask a mutual contact for an introduction ahead of time. LinkedIn is a great resource to discover mutual contacts.
- Prepare your elevator pitch and main talking points,
- Research the host and the guest list beforehand
- Pick 2-3 people you really want to meet
- Have your business cards ready to go

Dress To Impress

If you do not look like someone who knows how to dress appropriately for a business function, you may not even be given the opportunity to show how brilliant you are.

- Wear a suit or jacket
- Wear heels
- Wear a pop of color... in a sea of black you will **be noticed**
- **Keep your hands free**
- Handbags should be small, cross body, or on the shoulder
- Briefcases should be checked



Scope Out The Place & Create a Game Plan

Get there **early**. It is easier to approach others and begin conversations at the beginning of an event, rather than getting there late when most are already engaged in conversations. Plus, it shows respect for the event and the person or company sponsoring it when you arrive on time

The Name Tag & Other Faux Pas

Name Tags

- **NEVER** put your name tag on a lariat unless you shorten it
 - If you are right handed put your name tag on the right.
- When you shake hands they are looking at your name tag



Food & Drink

Food

- Eat before or after the event
- Host a mini dinner after an event. Makes people feel special.
- **Eating and talking is generally not attractive**

Drink

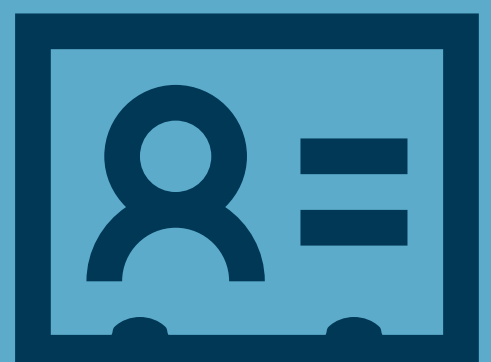
- Do not hold a drink in the hand you shake with
- Hold the drink in non-dominant hand and you will drink less

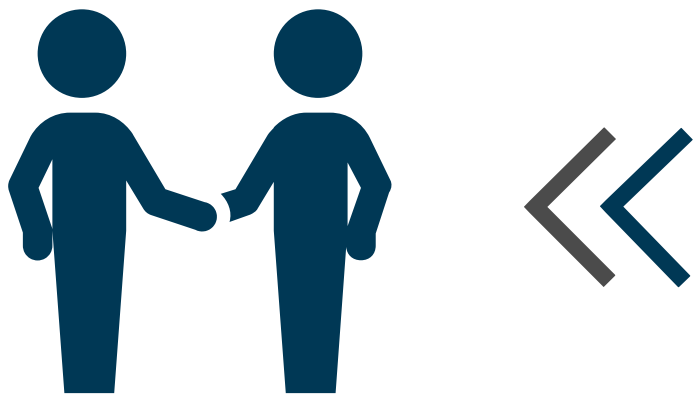
Business Card Etiquette

- Your business card is only as powerful as the impression you leave behind. So get to know the person first, gauge if there's a connection, and then end the conversation by offering your card

Create a system for carrying and collecting

- Enter cards you receive into Outlook
- Enter personal facts if they offered them
- The date/occasion you met





Making an Entrance

- Approach groups of 3 or more; **NOT** 2 people you don't know. The ongoing conversation with 3+ is not likely personal/intimate
- Befriend someone else
- Don't travel in herds

Make A Great Impression

1. Smile
2. Firm handshake
3. Eye contact
4. Good posture

All are considered your presence power points and essential to making a good first impression. Direct eye contact and a firm handshake, along with a smile and good posture, conveys to others that you are confident and comfortable in social situations



Really Listen To People Talk

- Ask other attendees about their purpose for attending
- Make conversation with people you have the most business interest in
- Listen to who they are and what needs they have that your business may be able to fulfill
- Ask strategic questions to direct the conversation- play to their needs, offer helpful hints, and suggest your business as a solution

Making an Exit

3 General Styles

1. The "work the room" exit

- Passing Business Cards
- Exit Phrases:

"Well, I have taken a lot of your time. I am sure you have others you want to meet"

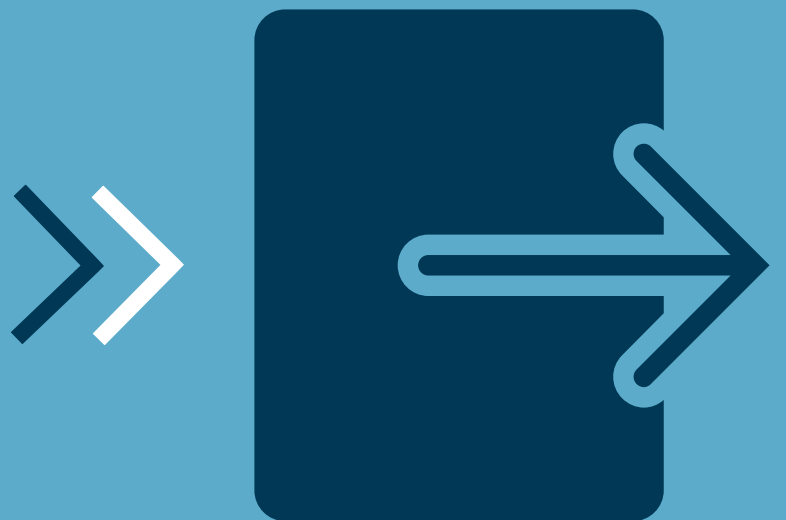
"Nice to meet you and I will follow up on..."

2. The "purposeful" exit

- Getting a drink
- Going to leave
- Catch a train

3. The "introduction" exit

- Turn and introduce them to your colleague
- Let another person into your group that may be hanging around nearby
- Would you like to meet XXX? Walk over, introduce, and exit



Follow Up

- Ask your conversation partner the best way to stay in touch
- Enter cards you receive in Outlook
- Get in touch within **48 hours** of the event to show you're interested and available, and reference something you discussed, so your contact remembers you
- Follow up with email next day and a total of 3 times in 90 days to reinforce connectivity. Mix it up with contact medium: dinner, drinks, sporting events, etc.



**Gordon
Brothers®**