

Smarter Networking

The business relationship experts

How to work a room

300 quick tips to help you get more from your networking

t : +44 (0) 845 201 2021

e : info@smarter-networking.com

w : www.smarter-networking.com



Contents

40 pages packed with quick, practical tips and wisdom

Networking - what it is and isn't?

- When does networking happen?
- Question: Is your name front of mind?
- What are the benefits of attending events?

How do you 'work a room' professionally?

- Why are you going?
- Whilst you are there...

How to create, engage in and steer a conversation

- The art of creating a stimulating conversation
- Why is asking questions important?
- Can anything go wrong when asking questions?
- The natural rise and fall of most conversations
- Building trust and rapport
- Questioning and listening
- Emotional hooks – what are they?
- How to get over the 'glazed look'
- Sniffy, stiffy and just plain difficult people!
- Here are some topics you could introduce if you are hosting a table

How to break into a group of strangers and leave them appropriately

- The most important rule is: first impressions create lasting impressions.
- How to join a group – the rules are very straight forward
- What to do when you have joined a group
- Finding the common ground
- Questions about the event could include:
- Questions about the person, their title or business could include:
- Questions about their issues could include:
- If they are in sales or marketing, try:
- Try observational comments or questions about what they are wearing:
- Questions about their name could include:
- Questions about the holidays, hobbies, sports could include:
- Why you should leave a gap in the group
- Never do these things – seriously bad form
- There is a difference between the sexes
- When not to shake hands with people you meet
- How to leave the 'boring' person
- How to leave a group professionally

Your 60 second introduction

- Introduction to the 'pitch'
- When in a lift with a senior executive
- When a stranger at an event says 'So, what do you do?'
- How to design your 60 second pitch
- Stage 1: Say your first name, company name and area of expertise
- Stage 2: Say where you focus your efforts
- Stage 3: Give a simple case study

- Section 4: Say what you are looking for
- Section 5: Ask a question to create a conversation
- If they are not interested, it will generally be for one of just a few reasons:
- The Killer Introduction – Myth or Reality?
- How to make a really BIG impression instantly

Remembering names

- Four quick tips for remembering names:
- Four quick tips if you have forgotten a person's name
- Expected to introduce your group – and you have forgotten their names?
- When to take a peek at someone name badge.
- How to help people remember your name

The follow-up

- Why they don't call back
- You didn't set up the relationship properly in the first place
- You are not managing your own expectations
- The buying cycle is not in tune with your networking activities
- The buying culture is not in tune with your networking activities
- Your message is not coming across
- Your soft skills are not working
- You are using the wrong tools to communicate with this person
- The amount of time and effort you are giving is sporadic
- You are not adding value
- What to do with all those business cards
- Getting the first appointment

Techniques for shy or quiet types

- Approaches to networking
- Tips for when attending events
- Creating a simple strategy:
- Pre event:
- At the event:
- How to get over the fear of sounding or looking stupid

What to do if you're more junior than most others in the room

- At this event to learn something?
- At this event to meet specific people?
- What is your personal brand and message?
- Personal introduction
- Have some good open questions prepared
- Take your opportunity when it comes
- We're all human

How to host an event

- The pre- and post-event briefing of the team
- The pre-event briefing
- The post-event briefing
- How to 'work' your guests
- Introducing senior executives