

TRACK TRAINING TIPS NUMBER 16

10 STEPS TO EFFECTIVE 'EVENT' NETWORKING

Networking is certainly the flavour of the month- I must have been to more events this month than the previous 6 put together! Which clearly says something about my planning!

What it has done is to remind me of the basics of this important business tool, so I have taken the opportunity to distil the key processes for you.

1. Practice your introduction – remember 'One chance to make a good first impression!'
2. Build that relationship – trust, empathy, rapport
3. Make it a two way street – 'Givers gain'
4. Set yourself a target for gathering useful business cards – use the attendees list
5. Remember that its not only the people you know, but their contacts that might be useful to you
6. Look for areas of common interest – clusters, suppliers, buyers, clients, social
7. Like Effective Negotiators – do more Listening than Talking
8. Learn to cope with rejection – "Endeavour to Persevere"
9. Make sure you follow up on all contacts – No excuses
10. Remember that its about Marketing not Selling

Now – Practise and Review.

Best regards

Dave Chesters