

THE MARKETING COMPANY

Sales & Marketing Training



Business Networking at Events™

LiveOnline™ Course

Welcome to your LiveOnline™ course on Business Networking at Events™

	Tips for getting the most out of this course
1	Make sure you have your workbook ready
2	The course has been written for all 3 learning styles: Visual, Auditory & Kinesthetic (so you need to fill in the gaps: often written in bold on the slides)
3	Do participate in the online questions/quizzes

Below is an overview of the main topics covered in the programme:

Part	Topic
1	Benefits of Networking
2	Preparation
3	At the Event
4	After the Event
5	Don'ts
6	Your Commitment

If you have any technical or other difficulties,
please email admin@THEmarketingcompany.com or call +64 6751 0048.

Enjoy the course!

Benefits of Networking



1. Increase your number of **new clients**
2. Develop existing **relationships**
3. Build your 'brand'
4. Increase referrals
5. Increase your industry/business knowledge
6. Business occurs between people, not companies
7. Most highly successful people do it
8. Very affordable

Notes:

Preparation - What to Say



- Ask good **open questions**
- Listen actively
- Choose appropriate topics:

1. Small Talk	3. Opinions
2. Professional Details	4. Feelings

Small Talk:

Professional Details:

Preparation - What Not to Say



- **Don't** be negative
- **Don't** only ask **closed questions**
- **Don't** talk non-stop about yourself!
- **Don't** put down your competition

Networking Dos



1. Be positive
2. Watch and learn from others, ongoing
3. Be seen and be heard
4. Set **clear objectives**
 - Primary objectives – make them achievable
 - Secondary objectives

Event	
Primary Objective	
Secondary Objectives	

Notes:

Networking Techniques (1)



1. Make the first step (**be a leader**)
2. Take business cards & a name tag
3. Have a 30-second spiel
 - Your name (and role, if appropriate)
 - Your company
 - Company or personal point of difference (competitive advantage)
 - You personally

Your 30 second spiel :

Networking Techniques (2)



1. To generate new contact:
 - Leverage from someone you know in a group
 - Smile and be approachable
 - Target people who are alone
 - **Introduce others**
2. To break from a group/person:
 - Offer a **business card** (if not done already)
 - Be **complementary** about leaving them to others

How to Generate Referrals from Networking



1. Establish quick rapport
2. Develop a deeper relationship
3. Focus on what **you** can do for **their** business first
4. Make it easy for them to refer business
5. Be clear on what leads you want

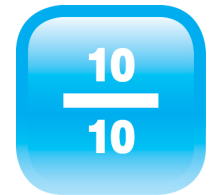
Networking Solo



1. Remember that most other attendees are nervous
2. **Ask the host** to introduce you to someone suitable
3. Use food and drink stations
4. Offer to help out the host!
5. Be open and approachable

Notes:

Great Networking Strategies



1. **Precision** Networking (quality focus)
 2. **Proactive** Networking (long-term focus, sow but do not reap)
 - Be giving, not selfish
 - Abundance Vs Scarcity theory
-

After the Event



1. **Write on the** back of cards
 - Where and when met
 - Key points discussed
 - Note any next steps
 - Something personal
2. Follow up
 - Remember the five points of contact rule
3. 'Manage' your contacts ongoing (use the CRM!)

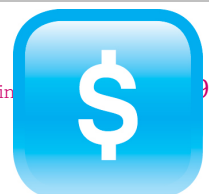
Notes:

Networking Don'ts



1. **Don't** be negative
2. **Don't** stick only with your team
3. **Don't** be pushy
4. **Don't** rush
5. **Don't** stop attending: people make assumptions!

Notes:



Your Commitment

1. Pick two types of events you plan to attend over the next year
2. List how many times you plan to attend each event type
3. Write down your overall objective for each event type (E.g. how many leads/opportunities you want, etc.)

Event	
Expected Attendance	
Overall Objective	

Event	
Expected Attendance	
Overall Objective	



Likely Follow On LiveOnline™ Courses:

- Cross-Selling & Up-Selling™
 - Trade Show Excellence™
 - Gold Calling Excellence™
 - Sales Territory Management™
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For More Help or Questions – Please Contact Us:



THEmarketingcompany.com



International: +64 6751 0048 | NZ: 0800 427 627

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Thank you for your participation: Be sure to take action!

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