

## Networking Essentials

What to do Before, During and After a Networking event

- Optimism
- Before event
- During event
- After event
- Follow-up
- On-going communication





- When you joined a group like a chamber of commerce or other networking group did you expect that the phones were going to ring non-stop?
- When you attend an event, do you expect phone calls from people to whom you hand your card?
- Do you expect to close business with each of those people to whom you gave your card?





- What type of event is it?
  - Business After Hours
  - Networking luncheon
  - Meet-up
- What are your expectations?
  - Set a goal
  - Introduce or re-introduce
- Do you need to research before you attend?
  - Who is the contact you need to meet?
  - Is this a company with which you might do business?





- Refine your elevator speech
- Brush up on your current events
- Reload your business cards
- Practice not sounding like a perpetual sales pitch
- Have a "get-to-know-you" question
- Have name badge in your purse or pocket
- Know who your 1<sup>st</sup> priority
- Types of groups Chambers, LeTip, BNI, Leads, Associations





- Who do I need to meet?
- Where could I meet them?
- Don't judge a book by it's cover!
- Don't be afraid to network with what you perceive as your competition.





- Nametags
  - Which side do you wear it
- Shake Hands
  - How to shake a hand
  - Make eye contact
  - Repeat the person's name
- Business Cards
  - Do you exchange immediately
  - Do you wait to be asked
  - Do you wait until you are parting





## Conversation

- How long do you chat
- What topics do you cover
- How much do you share
- Start the Relationship
  - Ask the "right" questions
  - Find a commonality or a talking point
- Next Step
  - Make an introduction to someone they might need to meet at the event
  - To whom could you refer them
  - #1 priority list Schedule a follow-up?





Business Cards

Exit Strategy

Make Introductions

Style



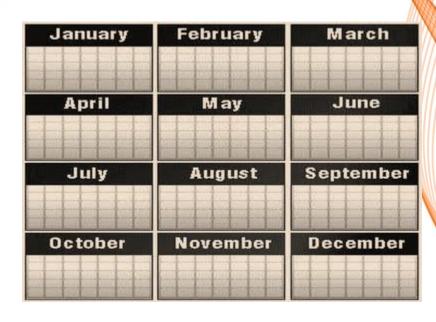


- Business Cards
  - In a box
  - Scanning
  - Rubber Banded together
- Database
  - Add to a CRM
  - Invite to LinkedIn or other social media
- Follow-up Emails
  - Pleasantries
  - Schedule a time to meet
  - Invite to follow your social media/e-news letters
- Keep your promise!



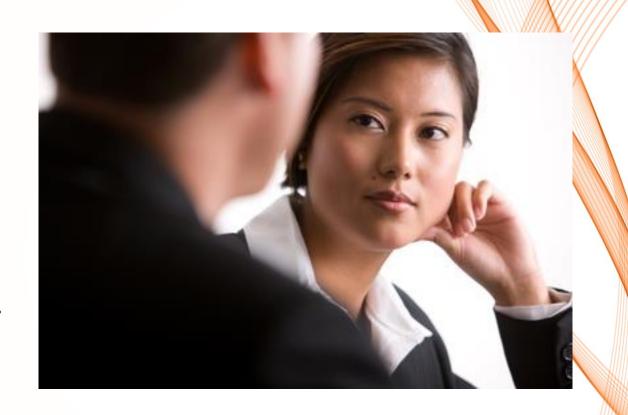


- Template for a follow-up email or phone call
- Schedule a date
- Connecting on social networks
- CRM Contact Resource Management
- Follow-up plan for days, week, month, quarterly





- How long is a good follow-up appointment
- Bring brochures/take-aways
- Mutually discuss
  - Ideal clients / referrals
  - Trigger phrase
- Listen
- Note your follow-up maintain your integrity
- Don't forget the ASK!





- Make the referrals
- Stay in contact on a regularly defined time period
- Do what you say; and, Say what you do!





## Thank you for joining us!

Connect and Network with Illinois workNet here:



















- Check more networking information on Illinois workNet at:
- www.illinoisworknet.com/socialmedia
- info@illinoisworknet.com

