



Networking Essentials

- What to do Before, During and After a Networking event

November XX, 2016

- 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?

Realistic
vs.
Unrealistic

- 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 1st 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 its cover!
- Don't be afraid to network with what you perceive as your competition.

Examples

- **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

January	February	March
April	May	June
July	August	September
October	November	December

- 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