

# Networking Essentials

WHAT TO DO BEFORE, DURING AND AFTER A NETWORKING EVENT



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## What are we talking about

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



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## Optimism

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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



Before



## Before the Event

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?



## Techniques

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 a name badge in your purse or pocket

Know who your 1<sup>st</sup> priority is

Types of groups – Chambers, LeTip, BNI, Leads, Associations



## Examples

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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".

# EXAMPLES



During the Event



## At the Event - Introductions

### 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



## At the Event - Conversations

### 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?



# At the Event - Techniques

Business Cards

Exit Strategy

Make Introductions

Style



## After the Event



## After the Event

### 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-newsletters

Keep your promise!



## After the Event - Techniques

Template for a follow-up email or phone call

Schedule a date

Connect 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







At the Follow-Up Meeting



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## At the Follow-Up Meeting

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




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## At the Follow-Up Meeting

Make the referrals

Stay in contact on a regularly defined time period

Do what you say and say what you do!



Thanks for  
joining us!

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Connect and Network with Illinois workNet here:



Check out more networking information on Illinois workNet at:

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