

Business Networking Skills

This course will provide participants with the insight and skills to be more effective business networkers, face to face and online. Presented by Graham Phelps [Trainer profile](#).

Who will benefit

It is ideal if you attend, or would like to attend, conferences, seminars, social events and other networking gatherings where it is essential you 'mix and mingle' and make good contacts. This course will be of particularly benefit if you are uncomfortable in informal business settings and yet you need to be able to talk articulately about your business and get yourself known.

Key learning points

- The importance of networking, and different forms of networking.
- To provide greater understanding of the dynamics of communication specific to networking.
- To help people become more confident and assured when 'working' a room.
- To give people improved influencing skills especially with people who are experts and in positions of authority.
- To enable people to sell themselves and promote their company.
- Identify and manage your profile using online social networking sites.
- Use effective follow-up to maintain active contacts and connections.
- Selecting the correct networking groups, clubs and events.
- Creating your own personal network.

Overview

Our approach will be to build on the strengths people already have and their successes. It is easier to develop what you already have than to try and develop skills that do not come easy. Being yourself is the most effective tool for business networking and building relationships.

Key modules

1. The importance and different types of networking
2. Selecting, preparation how to work a room
3. Communication dynamics in networking - the power of the listening networker
4. Assumptions when networking
5. Meeting and greeting at a business networking event - approaching complete strangers and introducing yourself
6. Socialising: joining and leaving groups easily
7. Business networking 'etiquette'
8. Business networking rehearsals
9. Personal Business Networking online
10. Building relationships – follow-up and follow-through.

Course outline – Business Networking Skills

Module	Content
The importance and different types of networking	<ul style="list-style-type: none"> • Personal objectives and introductions • Test networking session • Examples of the importance, purpose and format of various types of networking, and benefits you can expect.
Selecting, preparation how to work a room	<ul style="list-style-type: none"> • Three things to know before you attend any event • Non-verbal communication and art of rapport • Breaking the ice – worked examples with practical demonstration
Communication dynamics in networking - the power of the listening networker	<ul style="list-style-type: none"> • Why it is better to listen than talk • Effective questioning and active listening • Creating a natural and engaging conversation, 1-2-1 and in a larger group
Assumptions when networking	<ul style="list-style-type: none"> • How to use the 'instant judgement' of others to your advantage • What assumptions are you making? • How to keep an open mind
Business networking 'etiquette'	<ul style="list-style-type: none"> • Meeting and greeting at a business networking event - approaching complete strangers and introducing yourself • Socialising: joining and leaving groups easily • Making a good first impression in 30 seconds • The use of status when networking
Making connections	<ul style="list-style-type: none"> • Asking for cards, contact details and referrals • Gaining a follow-up commitment • Some tips and tricks
Business networking rehearsals	<ul style="list-style-type: none"> • Practice sessions
Personal Business Networking online	<ul style="list-style-type: none"> • Overview of different types of networking sites – there is a lot more out there than just Facebook! • Examples of creating an effective profile • Using social networking effectively – case studies and application • 'Advanced' applications – blogs, articles, twitter, feeds, etc.

	<ul style="list-style-type: none">• Online demonstration and examples.
Building relationships – follow-up and follow-through.	<ul style="list-style-type: none">• Maintaining a good database• Developing a contact strategy with different types and levels of contact• How to analyse your contact base