

Successful networking 10 golden rules



1. Do your research

Know who it is you specifically want to meet (whether business or personal). Find out as much as you can about them, and where you are likely to meet them, or where you are likely to meet someone who can introduce you to them. The best networking events are usually those you have to deliberately get yourself invited to

2. Keep improving the 'elevator pitch'

First impressions are important; a brief (less than 2 minutes) statement about yourself can be very persuasive. Make it unique and compelling

3. Learn to share

Most success will come from secondary. 'I know a man who can'. If you introduce me to X I'll introduce you to Y. Reciprocity is OK

4 Learn to listen better

Ask the right questions. Women are often better networkers because they listen better, and they know that asking another person questions is a great way to engage them Asking questions emphasises how you can help the other person. It is not about selling your product or even yourself and if you try to sell too early, not only will you fail but also you won't get a second chance.

5. Don't deliberately mislead or lie

Mixing with dishonest people (or being one yourself) can seriously harm your networking efforts. Networkers like genuine people not bull *****

6. Make every conversation count

Be clear about your objectives and learn to interpret the 'usefulness' signals. Listen, read the body language and establish a rapport / pacing

7. Follow through and follow up

Follow up all leads and contacts within 7 days (3 if they are gold contacts) If you say you're going to do something in a conversation, then do it and promptly. But don't be too pushy. Be efficient but not over zealous

8. Weave a story

Nothing is more engaging or more effective (plus being a great ice breaker) than a well-told story. That's why the best speeches always start with them

9. Prune your contacts

Most networking experts believe that it's almost impossible to maintain a meaningful relationship with more than about 150 people at a time. It's like juggling -- too many balls in the air spell disaster. Divide them into 3. Discard a third. Nurture a third (little contact) and develop a third (regular contact)

10. Manage your contacts

Evaluate each contact and decide on its value. Group into gold, silver and bronze and consider how to 'work them' Network contacts are a bit like a garden. They need pruning, weeding and at the right time harvested

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Want to know more? – check out
Networking for Success workshop
Friday 20 June: 9.15 – 12.30pm
Venue TBC. Special rate 2 for £99
See www.pinkelephanttraining.co.uk for info.