

Tame Your Fear of Networking

Why, Where & Who



- Meet enablers
- Judge how useful
- Be remembered
- Suggest one-on-one
- Anywhere & everywhere
- 1000, 100, 20

Next Day



- Three Piles
- "Nice-to-meet-you"
- One 2 one meeting
- Stay in touch



Prepare Yourself

- Dress up
- Perfume/shave
- Badge
- Pen & paper
- Rescue spray
- Music - sing along



Create Presence

- Loosen up
- Entrance



Opening Gambit

- First Impression
 - Confident
 - Relaxed
 - Handshake
- Eyes, smile & speak
 - Simple question
 - Statement
 - Statement-question
- What
 - American way
 - Situation
 - Advice
 - Free info
 - Doing
 - Feeling
 - Wearing
- Single breath intro
 - What you "do"
 - Memorable



Break In

- Couples
 - Deflected
 - Locked
 - Intimate
- Groups
 - Compound
 - Odd-one-out
- Break out
 - Leave on a high
 - Have a reason



Interaction

- Be interested
 - Open Questions
 - Blue Peter questions
- Look Interested
 - Open posture
 - Eyes & smiles
 - Facial gestures
 - Grunts & grins
- Keep It Going
 - Parrot words
 - Latch onto free info
 - Self disclosure
 - Bridge to next step
- Give to gain



Work the Room

- Arrive early, leave late
- Be with strangers
- Three foot rule
- Change seats
- 5 - 8 mins max



NETWORKING DOs & DON'Ts

THE GOLDEN RULES	THE SEVEN DEADLY SINS
Loosen up before you enter the room – do a shrug, hug, squeeze and stretch to release the tension and relax.	Sticking with your friends and colleagues.
Work the room ruthlessly. Strike up a conversation with everyone who is within three feet of you.	Being self-centred and talking me, me, me.
Be interested in the people you meet. Ask lots of open questions and use your body language to build rapport.	Not bringing pen and paper, or enough business cards.
Use free information to extend the conversation. Pick up on what they are wearing, doing and saying.	Not being brave enough to dump the boring ones.
Be enthusiastic and passionate. Genuine passion will always be clearly communicated and, most importantly, remembered.	Outstaying your welcome with the people you meet.
Leave on a high. Make sure you only spend a few minutes with each person and then move on.	Diluting your efforts by being involved in too many things and too many organisations.
Follow-up to build the relationship and develop trust.	Not keeping your promises. If you say you'll call them, make sure you do it.