

Crowd Control

What is Networking?

- ✓ Networking is a specific form of communication that has existed for thousands of years.
- ✓ Networking involves mutually beneficial exchanges of information.
- ✓ Networking is a form of information insurance – you share tips and advice now so that you can receive the same in the future.
- ✓ Networking is largely a face-to-face experience because people can develop trust relationships quicker through physical communication.
- ✓ Online networking allows you to expand the reach of your networking efforts, but should be followed up with physical communication if the opportunity arises.
- ✓ Networking is a casual, enjoyable and collegial process that yields valuable results.

Why Should You Network?

- ✓ Networking is one of the best ways to increase your business' profitability.
- ✓ Every business suffers attrition to its client base over time.
- ✓ Networking works to combat this natural attrition by providing your business with a continuing source of new clients.
- ✓ Networking allows you to capture a greater share of your market by building a “web of trust”.

- ✓ There are additional benefits to networking outside of growth and profitability, including:
 - The ability to find and use a more established business in your field as a mentor;
 - The ability to discover and take advantage of new market trends and developments;
 - The ability to use others as a source of continued inspiration;
 - The ability to foster relationships and friendships through your business.

Networking Skills

- ✓ Effective networking isn't hard if you take the right approach.
- ✓ When networking use common courtesy and common sense.
- ✓ Effective networking is a learned skill that gets better with practice:
 - Set aside time each day to network.
 - Contact one person during this time via e-mail or social media.
 - Honestly express your interest in, and admiration for, what they do.
- ✓ Know who you contacting before you contact them:
 - Shallow or disingenuous communication is not effective because it feels like spam.
- ✓ 80% of your most effective networking results will come from 20% of your networking efforts;
 - This means that in order to meet people who will have positive effect on your business you need to network with a larger group of people.

Networking Obstacles

- ✓ Most common networking obstacles are caused by under-developed networking skills.
- ✓ The more you network, the less problems these obstacles cause.
- ✓ No one starts out knowing how to do anything well, including networking.
- ✓ Bring interest and curiosity to the table when networking and your contacts will respond positively.
- ✓ Requests for information, introductions or referrals, when legitimate and genuine, are perfectly acceptable networking subjects.
- ✓ Begin by networking with your family members and close friends who can provide you with additional networking contacts.

Face-To-Face Networking Checklist

- ✓ Visualize the goals you want to achieve, alternatively write them out (e.g. connect with # of new people or connect with a specific person).
- ✓ Bring a sufficient number of business cards.
- ✓ Make sure that your phone is fully charged.
- ✓ Bring a pen and notebook as a backup, as well as an extra pen to share.
- ✓ Make sure that you have plenty of breath mints.
- ✓ If alcohol is being served, eat something before you leave.
- ✓ Have your elevator speech practiced and ready (This is what you say, 30 seconds or less, when someone asks what it is you do.).
- ✓ Check how you look in a mirror.

- ✓ Remember to listen more than you speak.
- ✓ Remember to think before you speak.
- ✓ Remember to smile.
- ✓ Ask open ended questions (e.g. “How do you feel about... or What’s your opinion of...).
- ✓ After the event or meeting, make a notation on every business card you collected that memorializes the specifics of that person and your encounter with them.
- ✓ Send a casual “it was nice to meet you” e-mail to everyone you connected with and extend an invitation to them to contact you if they need more information about what you discussed.
- ✓ Think about what you did and didn’t do and what you could have done differently – incorporate those changes, if any, into this checklist before your next face-to-face networking event.