



ProActive Business Support

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Network Successfully:

Networking can prove to be frustrating and ultimately a waste of time for many business owners.

The two main issues of these frustrations are an overblown expectation and no “plan of attack”.

Networking events, especially those of a general nature organised by a general business organisation, will not provide you with a plateful of potential prospects.

If you can walk out of a networking event with three or more potential contacts, you have done well.

Unfortunately, many of us, especially those who are not networking junkies, attend these functions with the hope of leaving the event with a whole stack of business cards of great prospects.

And when your expectations are not met, you conclude that networking isn't all it's cracked up to be and decide your time is better spent elsewhere.

In addition, most of us go without a plan for using our time to a maximum.

Rather than an organised plan, you simply attend hoping to “run into” prospects or even worse acquaintances.

Yet, if you attend regularly and with realistic expectations, networking can pay great dividends.

Here are three “secrets” to making networking pay:

- 1) **Know where you are going.** Know who is likely to attend the event you are considering is as important as attending the event. Try to get a list of who is attending and you will get a fairly good idea of the type of people you can expect to meet.
- 2) **Know why you are going.** Set a goal as to how many contacts you want to make. Determine how many contacts you need to make in order to make the investment of time worthwhile. By establishing realistic and objective criteria, you can easily determine whether you might want to attend the event in the future.
- 3) **Have a system for working the event.** For most of us the real networking-event killer is not who is in attendance or the unrealistic expectations but the time that is wasted during the event.

Some simple tips for working a networking room:

- Arrive early and get an idea about the “lay of the land”.

- Wear a large, easy to read, high quality nametag.
- Offcourse have lots of business cards on you.
- Station yourself close to the **entry** door.
- Greet each person as they enter the room, all you want to hear is their name and company details if you can. Try to put a name to a face.
- When arrivals begin to slow, begin your progression around the room. Move in one direction and greet the people you meet and keep the conversations short. Your goal here is to introduce yourself but even more importantly to ask many questions and to get to know the other person(s). Our next newsletter will talk about the ELEVATOR SPEECH!
- If you meet someone you like to get to know better tell them, **before you move on**, that you are interested to learn more about their business and ask if you could contact them at a later date via phone.
- Towards the end of the meeting seek out the business cards that are of interest to you and see if you can re-connect with those people of interest to you. As it will be the third time you meet it will be a lot easier and friendlier. At all time keep the conversation **focussed on the other person**.

And above all **Have fun networking!**

***Our next Business Coaching Course is on the 21st and 22nd of November in the Sydney CBD.
Please book early as we have only limited availability.***

www.proactivebusinesscoaching.com.au

