



# WHAT IS NETWORKING FOR BUSINESS?

## LAURA SWETMAN

*Remember - Networking events are like Oysters  
You never know which one contains the pearl!*





## Networking for business is:

Face-to-face marketing

*It is believed that 70% of business is achieved through personal recommendation*

Making new connections to grow your business

Building and developing relationships and establishing trust

Enabling people to understand what your business delivers

Long-term marketing of your business

## Networking for business is **NOT**:

Direct sales of your product or service

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## The Way you network for business matters:

**Nurture your networking as you nurture your business**

WHO you are and representing your business

**Integrity, honesty, equity, generosity**

WHAT you say and what you do

**Communicate effectively, tell people who/what you are looking for, pay attention**

WHY you network for business

**New business, alliances, support, suppliers**

HOW you network and present yourself

**Smile, pleasant, humour, dress code**

WHERE you network for business

**Different groups, more than one, socially, family**

WHEN you network for business

**Balance getting the job done with promoting your business**

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## Types of Networking for business:

**Every opportunity to promote your business is a good one!**

Breakfast Groups

Chamber of Commerce and Junior Chamber

Events sponsored by local companies

Business Scene

Networking Organisations

Speed Networking

Online: LinkedIn, Facebook, Naymz,  
WeCanDo.Biz, Twitter - to name but a few

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## What you need to take with you: To make a positive impression

Business Cards and a Pen

Make sure your contact details are legible, take notes if appropriate

Ability to communicate clearly

If you don't make sense, people won't listen. Make good eye contact.

A commitment to listen rather than just hear

If you don't show that courtesy your opportunity to make a positive impression just failed! Be enthusiastic about what you are hearing.

A Smile

Being friendly and approachable brings business.

Positive handshake

Firm, but not a test of strength - no limp clammy hands please!

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## How to deal with a crowded room:

Look for someone you know

Look for someone on their own

Look for an 'open' group

Ask the event organiser to introduce you to someone to get you started

## How to get started:

"Hello" and your name is a good starting point!

Break the ice by talking about something not business related

**BUT remember you are there to network, don't spend all your time on the small talk**

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## What do you do?:

**How you present information is important**

I help my clients with

I help my clients to

I help my clients by

I help my clients when

OR

Tell a story of a client  
you have helped and  
how you did that.

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## Example

I am a networking for business event organiser, but what I actually do is provide my clients with the opportunity to network for business in a structured, but relaxed and pressure free way. I also help them by connecting them to other business owners in the other groups that I run, or at any other event where I see a possibility of generating new business for them.

For example .....

When you are on the receiving end .....

Ask questions to show you have listened, or to clarify your understanding.

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## **Set yourself apart from the crowd**

Be conscious of what you say, and how you say it

Be confident about yourself and your business

Be in control, know when to stay and when to move on

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## Dealing with groups:

Closed Groups

Open Groups

Body Language

The AHA! moment

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## Following Up:

**Failure to deliver what you promise negates everything you did!**

If you think there is opportunity, or you just like them, make arrangements to meet and have a coffee. Develop the relationship.

If you promised to send information - SEND IT

If you promised to call - DO IT

If you promised to connect someone to someone else - DO IT

If it the person you are talking to is interested in your product/service then make arrangements **there and then** to contact them and **get agreement for a convenient time and date to make that contact.**

PICK UP THE 'PHONE AND MAKE THE APPOINTMENT

**DON'T SPAM !!!!!!!!!!!**

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# QUESTIONS?

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*THANK YOU FOR YOUR TIME*

*Happy Networking!*

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