Let’s Get Started!

• Assess your networking skills
• Introduce yourself in a genuine, memorable way….. with your *pitch*
• Make a positive first impression
• Build self-confidence and dress for success
• Become a *conduit* or a *connector*, give first and be helpful
• Followup and Organize your network
Assess Your Networking Skills

Business networking is an effective way to connect people, develop meaningful relationships, grow your contacts and create opportunities for your business or personal interests.
Assess Your Networking Skills

Preparing to Network

• **What reasons** do **you** have for participating? to learn? to grow contacts? to volunteer?

• **Select groups** that spark your interest - observe the integrity and attitude of the group

• **Arrive early** – for a better opportunity to meet a new contact
Assess Your Networking Skills

Preparing to Network

• Attend with a goal in mind
• Demonstrate a positive and friendly attitude
• Be focused and ready to engage
• Feel self-confident
Assess Your Networking Skills

Preparing to Network

• Have a quick compelling
• Dress appropriately for the event
• Bring business cards
• Be ready to help others
• Prepare to respond or follow through
Assess Your Networking Skills

Things to Consider / Upcoming Events

- Geography
- Size
- Industry/Sector
- Demographics
- Academic or career affiliations
- Areas of common interest
Assess Your Networking Skills

Tips to Contributing

• Greet people at the sign-in table
• Come early to help set up
• Approach the group ready to help
• Give!
• Ask “How can I help?”
Creating a Positive First Impression

Body Language

Elements of Body Language
• Voice, tone, tempo, and rhythm of the room
• Facial expressions
• Head movements
• Posture and body position
• Eye contact, and visual cues
Creating a Positive First Impression

Body Language

Elements of Body Language
Creating a Positive First Impression

Body Language

Engaged
- Usually leans forward
- Often animated, using gestures and imagery
- More emotions in the conversation

Disengaged
- Usually leans back
- Uses fewer gestures and practical language
- More objective in the conversation
Creating a Positive First Impression

Body Language

Match/Mirror
Customizing Your Approach

The Handshake

Five Factors

- Eye contact
- Degree of firmness
- Dryness of hand
- Depth of grip
- Duration of grip
Customizing Your Approach

The Handshake

Tips for Success

• Have **something to say** as you shake hands...
  (Smile and say your name . . . )

• A two-handed shake may be **too familiar**
Customizing Your Approach

Handshake Help / LET'S PRACTICE / Feedback

Very Ineffective 1

Somewhat Effective 3

Very Effective 5
Customizing Your Approach

Let's add the Pitch

- Make eye contact, smile!
- Extend your hand
- State your name
- State your business name
- If relevant, include where you operate
- Make it authentic and memorable
Customizing Your Approach

The Pitch – 15 seconds

Sample Introduction:
Hello, my name is Deborah Cox with Training Warehouse here in Edmonton.
Our training inspires business performance.
Customizing Your Approach

The Pitch – 15 seconds

Sample Introduction:

“Hello, my name is Jim Spiers – I am with Microbusiness Training Centre here in Edmonton. We are in the business of building success in others!”
Customizing Your Approach

Write YOUR Pitch – YOUR TURN!

• Make eye contact, smile!
• Extend your hand
• State your name
• State your business name
• If relevant, include where you operate
• Make it authentic and memorable
Customizing Your Approach

Start the Conversation

Techniques to Reduce Nervousness

• Prepare
• Breathe deeply
• Visualize
• Practice your pitch
Customizing Your Approach

Start the Conversation

You Can Do It!

• It’s natural to be nervous

• Learning and planning for conversations will help

• “Small Talk” takes work and practice
Customizing Your Approach

Start the Conversation

Active Listening

• Commit to **listening to others** as they speak
• People typically like to **talk about themselves**
• “Small Talk” helps lead to areas of **common ground and interests**
Customizing Your Approach

Start the Conversation

Five Steps to Engaging in “Small Talk”
1. Before the event, list your interests and/or experiences
2. Avoid controversial topics
3. Make eye contact and smile
4. Ask easy, open-ended questions
5. Listen for the other person’s name and use it
Customizing Your Approach

Start the Conversation

“Small Talk” / Open-Ended Questions

• “What brings you to this . . . event / meeting?”
• “What other U of A events have you attended?”
• “How did you learn about today’s event?”
• W___ W___ W___ W___ W___ H___ ?
Customizing Your Approach

Start the Conversation

• Approach a group, smile, but **don’t actually interrupt** the conversation
• **Listen** to get the gist of the conversation
• When the time is right, **contribute**
Let’s Practice
The Handshake / The Pitch / Small Talk
Customizing Your Approach

Business Card Etiquette
Customizing Your Approach

**Business Card Etiquette**

**Tips and Tricks**

- Don’t hand out a card to everyone you meet
- Make sure your cards are in **good condition**
- **When you receive a card**, take time to look at it
- Don’t refuse to take a card
Customizing Your Approach

Business Card Etiquette

Electronic Card Sharing

• Physical cards remain the standard in networking
• Some people prefer electronic cards (V-cards)
• Be flexible when you are at a networking event
• Some apps work better than others!
• QR code is an electronic piece of information
Customizing Your Approach

*Business Card Etiquette*

- Don’t have business cards yet, *don’t worry!*
- **Online resources** like VistaPrint and Zoom - fast, affordable and decent quality
- **Should you attend** a networking event without a business card?
Customizing Your Approach

Become a CONDUIT!

- **C**onnect
- **O**pen yourself up to new opportunities
- **N**urture these relationships
- **D**irect your attention toward others
- **U**nderstand others
- **I**nterest yourself in others
- **T**reat everyone as if they have something to offer
Customizing Your Approach
Customizing Your Approach

Become a CONNECTOR!

• Start by introducing yourself
• Introduce people to one another
• Be pleasant and approachable
• Have a purpose for being there
Tips for Networking

Remembering Names

Repeat Their Name

- “Did I pronounce it correctly?”
- “Could you repeat your name for me?”
- “Can you spell your name?”
Tips for Networking

**Remembering Names**

Notes on the back of a business card:

- Where?
- When?
- WIFM (What’s in it for me – my benefit)?
- Feature?

“U of A / Nov 8-2016 / hockey fan / volunteer STARS / athletic / likes cats”
Tips for Networking

Remembering Names

Confess!

• If you recognize someone and have forgotten their name, admit it
• Be honest and say, “It’s great to see you again, but I cannot recall your name.”
Tips for Networking

Tips for Self-Confidence

• Ready!? Deep breathes, relax your shoulders, stand up straight, head up, hands unclenched and think of something that makes you smile!

• Practice affirmations

• Body language projects strong signals
Tips for Networking

Dress for Success

• Plan your attire ahead of time
• Less is more when it comes to make-up and fragrance
• Create Your Personal Brand
• Build Self-Confidence in your image
• Look Sharp, Be Sharp!
Following Up

If you say

“I’ll call you at 9 am next Thursday!”

• be sure you schedule to make the call!
• build trust and integrity
• Say..... AND Do
Following Up

Make it Personal

• E-mail
• Text Messages
• Phone Calls
• Meetings
Organizing Your Network

Organization Skills are Important!

• **Getting good** is one of your goals

• Adopt a **system** and make it work for you i.e. Outlook, ACT, Google, Maximizer

• **Keep** track of things, **know** where to find them
Customer Relationship Management

Marnie Sutor - Contact

Full Name: Marnie Sutor
Company: In Synch Consulting Inc.
Job title: Partner
File as: In Synch Consulting Inc. (Sutor, Marnie)

Internet
E-mail: marnie@insynchconsulting.com
Web page address: www.insynchconsulting.com

Notes
Also see Fort McKay Business incubator - contact
In Synch - sagacious solutions
Member CMC, CPM, PAED, PFP
Sent: October 9, 2011 10:16 PM
To: Shelly Anderson, Marnie Sutor
Subject: Business incubator connecting

Marnie
Shelly
Thank you for the opportunity to present Trade Show Boot Camp September 27 at the Fort McKay Business Incubator.
I believe it was well received and that the participants received excellent value for their investment of time.
I enjoyed their interest and being able to experience their business development.
To help stay in touch, I am already sending my e-letter Brainwaves to Marnie at marnie@insynchconsulting.com
I will also send to Shelly at manager@fmbi.ca (let me know if you wish to use a different address).
Future opportunities to work together could include delivering programs on Creativity, Negotiations, Sales, Marketing, and Business Plans.
Thanks also for the cheque which arrived promptly this week.
Have a wonderful Thanksgiving!

Sent: September 27, 2011 10:58 PM
To: manager@fmbl.ca
CC: Marnie Sutor
Subject: Invoice Trade Show Boot Camp Sep 27-2011

Marnie
Unsent event home, although the traffic backup on Hwy 63 South was "forever!"
Many thanks for thinking of me to facilitate this workshop.
You might have noticed that I had fun delivering it, and I believe the feedback was quite positive.
Organizing Your Network

In Summary

• Determine what groups are important and relevant to your goals
• Become a *conduit* or *connector*
• Ask open-ended questions, offer solutions and share knowledge
• Become someone that can solve problems
• Keep notes to jog your memory
Organizing Your Network

Get Your Message Out

• Many networking groups allow presentations from their members
• It is a **good strategy** to get yourself on the presentation schedule
• Make sure that you understand how the group works
Organizing Your Network

Be Consistent

• Networkers understand the need to be consistent
• Networking helps you and everyone around you
• Networking is part of your lifestyle

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Networking for Success

Thank You!

Networking for Success
Quick Reference Guide