

Business Networking

One Day Highly Interactive Workshop

Workshop Overview

This workshop will provide participants with the insight and skills to be more effective business networkers, face-to-face and online.

The approach taken is to build on the strengths people already have and their successes. It is easier to develop what you already have than to try and develop skills that do not come easily. Being yourself is the most effective tool for business networking and building relationships.

Workshop Objectives

- Appreciate the importance of networking, and different forms of networking
- Understand the dynamics of communication that are specific to networking
- Become more confident and assured when 'working' a room
- Improve their influencing skills, especially with people who are experts and in positions of authority
- 'Sell' themselves and promote their company
- Identify and manage their profiles using online social networking sites
- Use effective follow-up to maintain active contacts and connections
- Select the correct networking groups, clubs and events
- Create their own personal network

Workshop Coverage

1. The importance, and different types, of networking

- Personal objectives and introductions
- Test networking session
- Examples of the importance, purpose and format of various types of networking, and benefits you can expect

2. How to work a room – preparation and strategy

- Three things to know before you attend any event
- Non-verbal communication and art of rapport
- Breaking the ice – worked examples with practical demonstration

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3. Communication dynamics in networking – the power of the listening networker

- Why it is better to listen than talk
- Effective questioning and active listening
- Creating a natural and engaging conversation, 1-2-1 and in a larger group

4. Assumptions when networking

- How to use the 'instant judgement' of others to your advantage
- What assumptions are you making?
- How to keep an open mind

5. Business networking etiquette

- Meeting and greeting at a business networking event – approaching complete strangers and introducing yourself
- Socialising: joining and leaving groups easily
- Making a good first impression in 30 seconds
- The use of status when networking

6. Making connections

- Asking for cards, contact details and referrals
- Gaining a follow-up commitment
- Some tips and tricks

7. Networking online

- Overview of different types of networking sites – there is a lot more out there than just Facebook!
- Examples of creating an effective profile
- Using social networking effectively – case studies and application
- 'Advanced' applications – blogs, articles, twitter, feeds, etc
- Online demonstration and examples

8. Building relationships – follow-up and follow-through

- Maintaining a good database
- Developing a contact strategy with different types and levels of contact
- How to analyse your contact base

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Design & Approach

A highly interactive one-day programme involving:

- High quality presentation and structured approach to learning
- Many practical insights and methods
- Individual and group participation, including role plays

Other Details:

- Payment to be made within 15 days from the date of the invoice.
- All payments must be made by cheque/online transfer etc., drawn in favour of Sieger Training Consultants Pvt. Ltd. Sieger will charge on INR basis only.
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