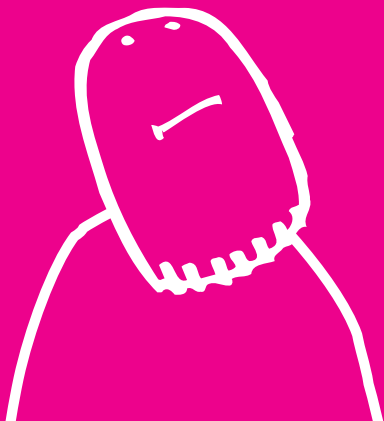


your handy pocket guide to networking



before you grab
your first cup
of coffee, don't
forget you are
responsible for
every networking
opportunity!

**remember to use
the following
simple tips...**

1 preparation

- have you prepared your “elevator” speech?
- who are you going to seek out and why?
- have you got your business cards?
- do you have any referrals?
- are you going to introduce yourself to 2 new contacts?
- do you appreciate that everybody you see is actually 20 potential new customers?

2 practice your introduction

“Good morning I’m Ed from TWA who are you representing this morning?” and then follow up with an open question – who, what, where, why and how are a great way to start a question.

3 the business card game

Don’t give, only ask for business cards from those who you want to follow up that day for another meeting - can this person help my business and / or my clients’ businesses?

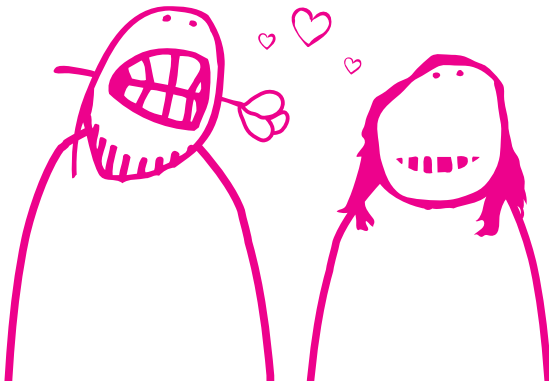
4 follow up

Meet as soon as you can and find out more – lots more about how this new contact could help your business. Let them decide if your services could be of use to them - but only if they ask!

5 the greatest networking skill of all - listening.

If you need listening skills training then get some. If you can, read about becoming emotionally intelligent and training yourself to become aware of the person you are communicating with.

remember - just one introduction could lead to one great meeting, that could result in the one call that could change your business forever.



local networking groups / events

bni andover

www.bniandover.co.uk

andover mutual business group

www.andovermbg.com

4networking

www.4networking.biz

bonallack and bishop breakfast club

www.bishopslaw.co.uk

best of andover

www.thebestof.co.uk/local/andover

north hampshire chamber of commerce and industry

www.nhcci.co.uk

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