



Effective networking

Networking is word of mouth marketing, sometimes described as ‘warm-calling’ and is one of the most cost and time efficient methods of exploring opportunities with colleagues, prospects or third parties. Whether you wish to use your network to gather market information, gain support for a scheme, drum up new business or exchange ideas with other professionals, this workshop will give you practical tips on ‘working a room’ and engaging with people in a way that encourages your network to flourish.

Around 2 hours • Face-to-face or virtual • Typically 4-15 participants • Supported by course notes • Interactive

Key course elements

What is networking, why do it and the skills required

- ‘Digging your well before you get thirsty’
- The ‘networking zone’

Who’s on your network

- Developing your existing network

The networking funnel

- How to conduct a networking interaction from start to finish
- Pre event preparation
- Surveying and reading a room

The discipline of following up

- Once a contact has been made we must follow up, soon after the meeting, offering further information or the appropriate referral

Arranging your own networking event

- Who do you invite and why, what is the goal of the event, where do you host it? All questions that are key to a successful event.

Participants will learn to...

- Gain an insight into what networking is and the skills required
- Gain an insight into who is actually in their network
- Understand how to handle a networking encounter through the networking funnel
- Learn how to prepare for an event and how to survey, read and work the room once there, by gaining an understanding of how to read body language
- Understand the importance of how and when to follow up on a lead
- Gain some tips on what to consider when hosting your own networking event