



Networking and referrals

Networking is word of mouth marketing, sometimes described as ‘warm-calling’ and is one of the most cost and time efficient methods of building your bank of prospects. This workshop will give you practical tips on ‘working a room’ and engaging with people in a way that encourages your network to flourish. Using referrals, you can tap into your network and existing customer base. This enables you to work smarter and maximise your selling time by reducing your prospecting time.

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

Referrals

- Why salespeople don’t ask for referrals even though customers are happy to give them
- How to ask for referrals
- Better than referrals... Advocates

Participants will learn to...

- Gain an insight into what networking is and the skills required
- Gain an insight into who is actually in your network
- Understand how to handle a networking encounter through the networking funnel
- Survey, read and work the room, entering and exiting conversations smoothly
- Quickly establish if the contact is a valuable addition to your network
- Understand the importance of how and when to follow up on a lead
- Ask for referrals, using an approach that meets the customer’s desire to give referrals