



the sales consultancy

Networking not working?

Despite the onslaught of social media and on line networking, 'real life' networking is still a crucial element of many companies' sales and marketing strategies.

Rightly so. There are massive benefits to be had from attending networking events.

Providing you do it well.

Many people I speak to don't enjoy networking. Is it the fear of approaching total strangers? Is it the boredom of being cornered by someone who is determined to tell you everything you don't need to know about their new range of widgets?



Relax!

Think of a networking event as an opportunity to explore.

- Wear your name badge on your right. Most people are right handed so when you extend your right hand out it's a short and easy journey for their eyes to make up to your name badge. It helps them remember you and your name.
- When introducing yourself, look at their name badge and say something like **"hello xxxxx, pleased to meet you, what do you do?"** (Appearing suitably curious!) This will open up the conversation and crucially, you get to do the listening and not the talking. This will get you the information you need for you to be exploring, via their answers, how useful a relationship this could prove to be.
- If they get in first and ask you what you do, be very pleasant and brief and say **"I'm in xxxxx"** - and then immediately go back with **"and what do you do?"** as in point 2 above.
- If you're in a circle chatting and listening and you see someone on their own, beckon them to join you. They could be the golden nugget of a contact that makes the whole event worthwhile!
- If you're looking to join a circle of potential contacts just ask **"do you mind if I join in here"** or similar words you're most comfortable with. In 29 years nobody has said no to this question!
- Don't pitch! Many people throw a business card at you then launch into a sales pitch. They probably know nothing about you and all they talk about is I can do and we, we we - and "weeing" all over everybody is never good sales practice anywhere!

The art of networking can't be fully covered in 400 words but there's some tips here that will definitely help you generate more success at your future networking events.

Let me know how you get on.

Until next time.

Leigh

results@sales-consultancy.com

020 7903 5426