



GrowBiz Peer Group Meeting

Networking

Networking can be daunting or fun depending on how you see it.

If you can connect, communicate, share and build rapport with others, it will benefit you, your business and the people you connect with.

Here are some tips for getting the most out of it

- Be clear about what you want and what you have to offer in any networking situation
- Always take business cards or leaflets with you so that people know how to contact you again if they want to
- Think about the message you want to convey about yourself and your business, and dress accordingly – so that you are able to come across in a genuine way.
- If you find it hard to strike up a conversation with people you don't know – give yourself a simple formula- e.g. 'Hi I'm David and I'm a tree surgeon- what do you do, or where are you based, or where have you travelled from today etc
- Being interested in other people makes you interesting to them.
- You could make yourself a name badge with your logo name and business name which will draw people's attention
- It's easier to speak to someone else who is on their own rather than trying to break into a group, and then it's easier for two people to approach a group than one
- Pay full attention to the person you are speaking to at the time – don't scan the room looking to see who you can speak to next
- If you want to finish an interaction, decide on how to do that – e.g – 'I must go and talk to x before she leaves, can I introduce you to her?
- Introduce people you have met to others you know
- Look for points of connection in what you do, or mention someone you know who might be a good connection for someone else – 'Have you met.. they do...'
- Build rapport by sharing something of yourself; asking others about themselves; being aware of your body language, tone and pace of speech, but above all 'be yourself'
- People will be put off if they feel you are only interested in them as a potential customer – do not use networking events for a hard sell – but do give them your card
- Keep an open mind about what you can learn from other people even or especially if they do something completely different from you – you might find that each other's skills are just what you need in your business.

- If you discuss meeting up with someone again, try to get a date in the diary or agree that you will e-mail to make a date, rather than let it drift.

'You don't need to get it perfect, you just need to get it started'

Joe Schoeder Network Marketer and Trainer