

alice HEIMAN

Networking Your Way to More Business



with
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What is Networking?

Connecting with people who can either do business with you directly or refer business to you.


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Where do you network?

- Face-to-face
 - Professional organizations
 - Social organizations
 - Service organizations
 - Non-profits
- Online
 - LinkedIn
 - My Space
 - Facebook



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Tip 1

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Figure out the best places to meet your ideal prospects

- Who are the people who are most likely to buy from you?
- Get to know who your ideal prospect is and where they would network.

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Tip 2

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Set goals for each networking event

Determine why you are attending the event and set a plan to accomplish your goal.

- Decide to meet at least four or five NEW people.
- Contact each one after the event to follow-up and determine if they are potential clients or sources of referrals for you business.



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Tip 3

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Dress for Success

Wear something that is comfortable yet makes you feel like a million bucks!

- You should be able to easily access your business cards at all times.
- If you don't know what the required dress-code is for the event, contact the event coordinator and inquire.
- Wear your name tag on the right-side of your jacket or shirt.

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 **Tip 4**

Attend new events with a member who will introduce you

- Contact a member you know and ask them to walk you around the room and introduce you.
- If you don't know a member, call the membership chair and ask to have someone meet you at the door and introduce you to the other members.


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 **Tip 5**


Make it a point to meet all of the people in the room that you don't know

- Quickly say "hello" to the people you already know so you have plenty of time to meet new people.
- Always sit at a table with people you don't know and talk to them.




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 **Tip 6**

Have plenty of business cards with you



- Always take at least 20 business cards with you.
- Keep extra business cards with you in your briefcase, car, purse, etc.
- Refill after every networking event.


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Tip 7

Make conversation by asking questions about them and their business

- Show an interest in others by asking questions.
- Don't mention your business unless you are asked.



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Tip 8

Be prepared with a great answer to "What do you do?"

- Prepare a concise, yet conversational answer to explain what you do and why you do it.
- Tell great stories!

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Tip 9

Ask for the type of business you want

- Describe specifically the type of customer you are looking for.
- Ask if they know anyone who fits that description.

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Tip 10

Follow-up

Networking is a waste of time if you don't follow up.

- If you have promised to send them something, do it in a timely manner.
- Consider sending a quick hand-written note.
- Schedule a follow up meeting if appropriate.

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Putting It All Together

Write the following on a sheet of paper

- A brief description of what you do and why you do it.
- A few short customer success stories.
- A description of the type of customer you want.

Practice delivering this information until it sounds natural.

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Thank you for coming!

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