

## Effective Networking

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### Tips for maximising what you get out of networking events you attend?

#### In advance

- Attend relevant meetings (good quality, local, target market).
- Research the other guests on the list, (use contacts on LinkedIn to get introductions).
- Be clear about your objectives in going. Why is the host holding the event?
- You can't network by staying in the office - get out and get your face known.

#### When at the meeting

- Use a practiced elevator pitch. This should look at things from your customers perspective.
- Have your business cards with you.
- Arrive early, talk to other early arrivers before groups form and meet the host (who you can ask for introductions).
- Stand in an open (group) position to encourage / allow others to join you Other loners are likely to appreciate an approach from you. Don't be shy.
- Make friends, don't (hard) sell (subtly educate) - listen, ask questions, be interested in and understand others and how you can help them or add value.
- Avoid being overbearing, but be memorable for the right reasons. Act personably and leave a good impression. Remember why you are there.
- Split your time between existing contacts sand new contacts. Identify techniques for polite disengagement.

#### Afterwards

- Develop relationships over time - plan how will you keep in touch with people you meet?
- Follow up and monitor follow up. Deliver on your promises. Schedule meetings.

### Shipleys Business Breakfast people

Please ask for a Godalming business breakfast team sheet or visit [www.shipleys.com](http://www.shipleys.com) for more about our team and how they may be able to help you, and information about past meetings.



Mike  
Luckett



Simon  
Robinson



Stuart  
Dey



Jane  
Eden



Martin  
Frost



Cat  
Seddon



Carol  
Stevens



Wei Yin  
Taylor

Please also join our linkedIn group - Shipleys Godalming business club