

Networking Tips That *Work!*



General Networking Tips

- Rehearse how you introduce yourself. It should not be too wordy.
 1. Write down your first and last name
 2. Write down your title
 3. Write down your company's name
 4. Write down five things your company does/sells
 5. Select the one item your company does best or most often from the five things listed above, or summarize the list into one category
 6. Write down how what you do or sell helps others (prospects)
 7. Put it all together
 8. Evaluate your introduction: Does it tell people who I am? Does it tell people what I do? Does it tell people how I can help? Does it "WOW" people?

- Ask open-ended questions to get someone talking. Those are questions that start with who, what, where, how, why? For example: "How did you get started in _____ business?"

You will be surprised to find a common interest in that conversation.

At an In-Person Event:

- Wear your name badge on your RIGHT side, just below your shoulder, so that people can see your name when you shake hands with them.



- Carry business cards in one pocket. If you have two pockets, keep the cards you collect in the other one.
- Have a pen handy just in case you need to make notes on the back of a person's business card.
- Don't approach two people who are talking. Approach someone standing alone or a larger group instead.
- When it's time to move on, you can say, "It was a pleasure to meet you." Shake hands. This will help you to move on to your next guest.

At a Virtual/Online Event:

- Test your microphone or headset before the event begins. You don't want to be "that person" who has technical issues and appears out-of-touch.
- Consider using a virtual background with your company logo or branding. This will help others remember the name of your business.
- Remember to mute your microphone if you are not speaking. It's more considerate to the others in the meeting.
- Use the "Chat" tool on virtual meeting platforms as a way to share your LinkedIn page and/or Social profiles with the group so you can connect.

