

THE POWER OF NETWORKING



What is Networking?

A group of people who exchange information, contacts, and experience for professional or social purposes.

(The Oxford Dictionary)



Benefits of Networking

Opportunities	Today and/or for the future	Relationships	Form, maintain and nurture strong contact base
Exposure	Place to promote you and your brand	Common Ground	Like-minded people can come together to discuss common interest

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Did you know?

- Roughly between 70-80% of jobs are obtained through personal networking
- The best jobs are rarely advertised
- Employers know that the best candidates are likely to be referred to them by word of mouth

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Ways to Connect

- Online
 - LinkedIn
- Face to Face
 - Networking events
 - Business events
 - Social and Cultural events
 - Seminars
- General
 - Friends and Family
 - Professional Contacts
 - Anyone



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Networking Tips

Do

- Be genuine
- Be a good listener
- Ask open ended questions
- Find something in common and connect
- Project confidence
- Make good eye contact/Maintain positive body language
- Be cognizant about hygiene (mints)
- Bring business cards
- Ask for referrals/Follow Up
- Say thank you
- Smile

Don't

- Name drop (without knowing how a contact feels about the person)
- Talk bad about others/gossip
- Ask personal questions (salary/family)
- Eat something sloppy
- Drink too much
- Go to event hungry
- Don't wait until you need something to build relationships
- Get too close (personal space is important)
- Let your phone distract from your conversation
- Over do it with the perfume/cologne or makeup



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Conversation Starters



- Tell me exactly what you do at _____?
- Tell me more about you.
- How did you get involved in this organization/event?
- I really like your _____
- How did you get involved with this line of work and what have you enjoyed most from your experience?
- What can you tell me about _____?
- What is the greatest opportunity for _____? Biggest challenge?
- What are the challenges facing your industry?
- What made you decide to go into the ___business?
- What advice would you give me if I wanted to be successful in your line of business?
- What do you enjoy most about what you do?
- What significant changes have you seen take place in your professional/area of expertise through the years?

Interested in Connecting?



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