

1. **Be present.** Woody Allen said "70% of networking is being there!" Make sure you not only get there, but that you are fully *present*.
2. **Avoid selling** – networking is about building the business relationship and exploring the potential and possibilities which may derive from it.
3. **Keep your introduction simple and make it memorable.** Focus on benefits and results to the listener, not on what you *do*.
4. **See the networking meeting only as the first step.** It takes time for relationships to grow, and for people to know, like and trust you enough to recommend you.
5. **Find some common ground.** *Small talk* about travel, sports, hobbies, family etc builds the foundation of relationships.



*"Coming together is a beginning,
keeping together is progress,
working together is success."
Henry Ford*

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6. **Listen carefully.** Active listening involves concentrating and listening *with purpose*. This will help you to learn more about the other person and understand their needs better.
7. **Ask people open questions**, be interested in them. If you build relationships based on a genuine interest in people, it is far more likely that you will be referred on.
8. **Offer help, advice or support** whenever you can. As you network with people, always think about how you may be able to help them by connecting them to other people in your network. If you help others, invariably they will help you!
9. **Always follow up.** It is easy to send a personal message via email. You can also use LinkedIn to connect online, making sure that your message is personalised.
10. **Invest time into your networking**, and be consistent. Although it may be tempting, try not to give it up when you get busy.