

THE ART OF EFFECTIVE NETWORKING



MAKING THE MOST OF NETWORKING



- **Networking is the most powerful business tool** when it is used wisely, appropriately, and professionally.
- **Networking is not a numbers game.** The idea is not to see how many people you can meet, but rather to establish relationships and partnerships with people you can count on.
- **Skilled networking will put you a step ahead of the competition.**
- **Networking is an investment of time and energy.** Share your ideas and resources and give without expecting anything in return.

THE POWER OF EFFECTIVE NETWORKING



As one professional put it,

“I don’t know what I’ll be doing a year from now, but whatever it is will most likely be based on the contacts I make today.”

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IDENTIFYING YOUR NETWORKING OBJECTIVES

- Know what you want and need out of networking.
- Know who you need it from – be strategic. (*Anyone you might want to meet or contact is only 4 or 5 people away from you.*)

CONNECT FIRST

You have to make connections and create relationships! Become a part of the crowd first, and then you can differentiate yourself.

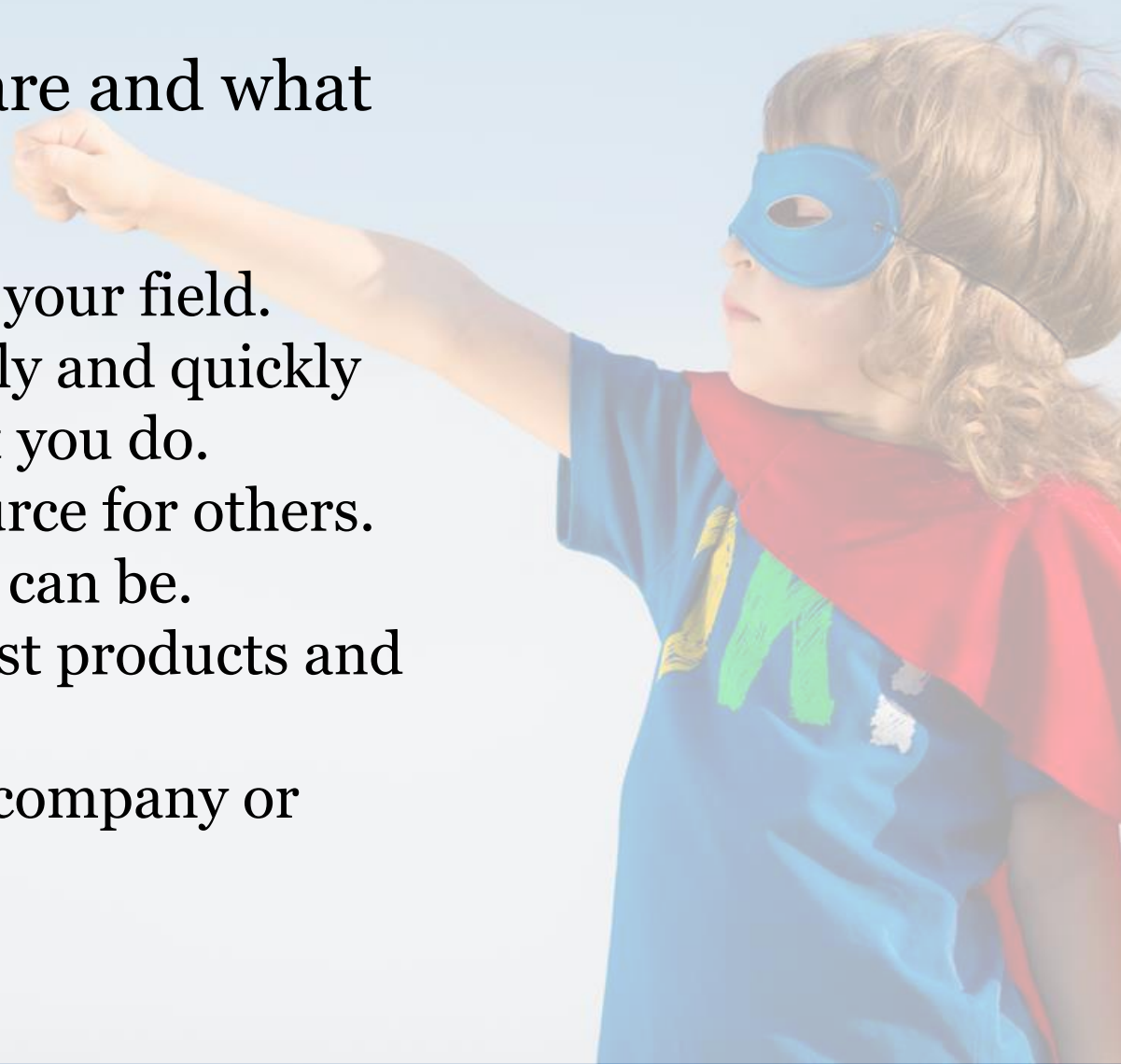


DIFFERENTIATE



THEN, SET YOURSELF APART

- Know who you are and what you do
 - Be an expert in your field.
 - Be able to clearly and quickly tell others what you do.
 - Become a resource for others.
 - Be the best you can be.
 - Have the best products and services.
 - Be the best company or choice.



NETWORKING IS A LEARNED SKILL



- You don't have to be a born networker
- Watch those in the room who seem to be good at it and learn from them
- Arrive early and stay late at events
- Do your homework...who is going to be at the event that you want to make connections with/who can introduce you
- Bring plenty of business cards if you have them, but use them wisely
- Dress for success
- Wear a nametag – always high and on the right-hand side
- If there is food being served, use your time in line or near it to the best advantage

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NETWORKING IS A LEARNED SKILL



- **Give First** – to get what you want, you must give of yourself first. Be committed to helping others. Ask great questions.
- **Dig In** – to benefit, you must commit to be involved. Become known as a person of performance.
- **Be Consistent** – attend as regularly as you can.

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NETWORKING IS A LEARNED SKILL

- Be genuinely interested in the person you are talking to – keep it real.
- Don't try to meet everyone in the room, be strategic.
- Read books, articles, blogs of mutual interest.
- Take great notes and follow up on them.
- Become a referral machine.

QUANTITY

QUALITY

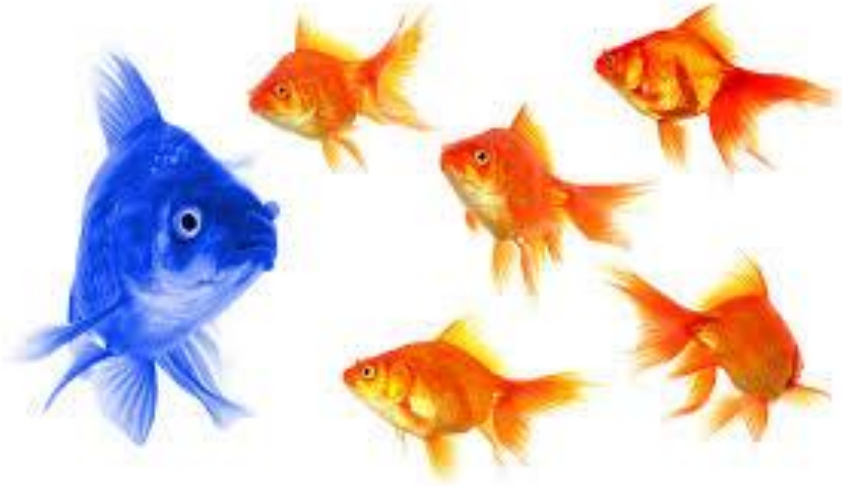
NETWORKING AT TRADE SHOWS & CONFERENCES



- The same principles as business networking.
- Remember you are often giving the first impression someone will have of your business.
- Ask questions and find out how you can solve their problems – listen to the answers.
- Follow through!

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BE MEMORABLE



- Be approachable
 - Create a buzz
 - Make sure your entire team is on the same page
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- Focus on quality
 - Have the best swag
 - Gather information you can follow up on
 - Follow up!

FOLLOW UP & FOLLOW THROUGH



FOLLOW
THROUGH

- If you don't have a good memory, take good notes.
- Put those notes into your preferred data storage device.
- Update the information from time to time as you learn more interesting things about the person(s).

THE NETWORKING PAYOFF

- Increased exposure for your business
- Larger sphere of influence
- Greater referral base
- More customers
- Friends and fun



REMEMBER



“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get people interested in you.”

- Dale Carnegie

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