



## Networking Tips

### Before an event

- Practice and perfect your elevator pitch
- Practice articulating how others can help you
- Read the paper to prep yourself for small talk
- Do a breathing exercise to calm yourself just before walking into the event
- Keep in mind that 93% of people walk into a room and feel shy – you are not alone

### During an event

- Put your nametag on the right side
- Ask questions
- Listen
- Be present (don't be thinking about other people you could be meeting)
- Show interest
- Offer help or an introduction
- Appreciate a person's expertise
- Ask his/her opinion
- Connect 1<sup>st</sup> as a person - treat the individual as a person, not a prospect
- Be everyone's favorite customer
- Make getting their card and information a priority (versus immediately giving out yours)
- What if your whole goal at an event was to learn about others and serve their needs?

### After an event

- Immediately write the date & event on the back of each business card you received
- Follow up! (so few people really do this)
- Keep in regular touch (via e-mail, hand-written note, phone)
- Continue building the relationship over time
- Ask how you can help them
- Offer value (what can you give? How can you continue to make a positive impression?)

### Remember

- 93% of people walk into a room and feel shy
- Small talk allows you to earn the right to go deeper in conversation
- Every person is always an opportunity



Some ideas adapted from “How to Work a Room: The Ultimate Guide to Savvy Socializing in Person and Online” by Susan RoAne.