

Networking is a reciprocal process for sharing leads, ideas and information. Networking is a waste of time unless you set specific objectives, follow up, and develop new business!

- **Prepare for the Meeting**  
Make sure that opportunities fit your business by reviewing: Who typically attends, What is the focus of the event, Where is the meeting held, When is the meeting, How long will it last, Why do you want to attend.
- **Desired Outcome**  
Have a specific outcome in regards to: number of contacts, name of a decision maker, and appointments set.
- **Plan your self-introduction**  
Plan your introduction or announcement and make it interesting. Ideally you want this to start a conversation. Your intro should include your: Name & Organization, 10 Second commercial, Why are you different, and a Call to action.
- **Be prepared**  
Make sure to bring: Business Cards, Marketing Materials, Date Book, and Business Bag for materials with Pen & Notepad.
- **Small Talk**  
Prepare your small talk with open ended questions, such as: “Are you a member of this organization”, “Tell me more about what you do”, “What services does your company provide”.
- **The Little Things**  
Don’t forget the little things: Smile & Make Eye contact, Have a firm handshake, and Focus on the other person.
- **Follow-up**  
Follow-up is required to build the relationship. Send a note or e-mail to find out more about the person or services, or Call and set-up a “get to know you” meeting over coffee.