



**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**

**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:** number of contacts, name of a decision maker, appointments set

- **Plan your self-introduction**

**Remember to make it interesting. Ideally you want this to start a conversation.**

**Name & Organization**

**10 Second commercial**

**Why are you different**

**Call to action**

- **Be prepared**

**Business Cards**

**Marketing Materials**

**Date Book**

**Business Bag for materials with Pen & Notepad**

- **Small Talk**

**“Are you a member of this organization”**

**“Tell me more about what you do”**

**“What services does your company provide”**

- **The Little Things**

**Smile & Make Eye contact**

**Have a firm handshake**

**Focus on the other person**

- **Follow-up**

**Send a note or e-mail**

**Call and set-up “get to know you” meeting over coffee**