

Networking Tips Factsheet

To raise the profile of our business and ourselves it is good to go networking. You meet new contacts, learn from like-minded businesses and competitors, you pick up business tips and you keep up to date with the latest going-ons. However, never expect to sell at your first networking meeting; in fact don't sell at all

As an entrepreneur you will need to be prepared to take every opportunity to gain interest in your start-up from potential customers, investors, or associates. Important contacts can be made in many situations: during formal meetings, at networking events, at trade shows, on the phone or during chance encounters.

Where do you go?

There are many forms of networking: membership-based, Chamber related, breakfast groups, you name it. And they all use different networking techniques. Start by searching online. www.findnetworkingevents.com and [Eventbrite](https://www.eventbrite.com) are good places to start. Make sure the event matches your target customer and it might take you a few events to find your ideal group.



Ready?

- Book in advance (so your name appears on the attendee list)
- Come prepared, and have your Elevator Pitch ready (download our guide to writing Elevator Pitches)
- Arrive on time
- Bring business cards

And remember:

- Treat everyone equally and with respect
- Be a good listener (you have two ears and one mouth)
- Be friendly, approachable and smile!



And then?

- Build in time after networking to follow up!
- Give your new contacts a call or send them an email reinforcing your verbal message
- Make sure you get approval before contacting them again in the future (when you
- Link with them on LinkedIn, Facebook groups. Etc

And... Tricky situations

Ice breakers you could use if you are a bit nervous

- Where have you come from today?
- I find these events a bit daunting, how about you?

And if you are talking to somebody who is keeping you:

Go for a refill or just say that you have seen an old colleague you would like to go and talk to.

