



Ten Tips for Successful Networking

1. **Define who you are.** Take the time to define what you do, who your customers are and what you do for them. This “elevator” speech is critical – especially when your meeting many contacts in a short period of time.
2. **Target your networking.** Knowing who you are allows you to narrow your networking campaign to groups and people that will more likely be interested in what you have to offer.
3. **Be prepared.** Make sure you have business cards, brochures and your own name tag (many networking events have name tags that peel off in a few minutes – not good for keeping your name in front of contacts). Also, if you belong to LinkedIn, have a website and a blog, share that information on your card.
4. **Join committees.** Networking isn’t just about exchanging business cards; it’s building credibility. By joining committees you build your reputation, gain visibility and show that you are contributing.
5. **Be a conversationalist.** Spend more time asking people about them, than talking about you. Be like a reporter – not an interrogator – ask what, where, when, and how questions. This shows you are interested in them and leads to business opportunities.
6. **Take notes.** Take the time to write down what your contacts share with you. This shows them that you are interested in them, and it’s great information to fall back on the next time you meet them (or give them a lead!)
7. **Follow up!** A day of networking can result in a significant number of contacts. Make it a point to email all contacts thanking them for the opportunity to meet them. *Don’t ask them for referrals or business.* They don’t know you and will be turned off if you do that.
8. **Be a resource.** Look for opportunities to share information beneficial to them or their business (this is when those notes you took come in handy). This builds your reputation, adds to your credibility and increases your business opportunities.
9. **Be consistent.** Networking requires consistency. Doing it once won’t work. The more often you do it the better you will get, and more importantly you will develop your style, your message and build a valuable base of contacts.
10. **Always be networking.** Always be on the alert for networking opportunities. Friends, relatives, business associates and customers all represent potential networking links. Just remember, talk about them – not you!

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Business Development Through Effective Networking

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