

How To Work A Room – Networking For Business Results

In recent years most successful organisations have learned to take a smarter approach to their market. The 70's and 80's were the era of large sales forces with the attitude any business is good business. The 90's and turn of the century have seen increasingly careful targeting of clients and customers offering a high probability of consistent, quality business. We have developed a new vocabulary of multi-level relationships, bonding, decision making units and of course partnering. We are constantly seeking the best way to deepen a relationship within an existing client or start bonding with a new one. Unsurprisingly networking in it's various forms has been one of the great growth industries of recent years.

Benefits:

- To highlight and develop the skills required to be more effective networkers.
- To provide greater understanding of the dynamics of communication specific to networking
- To help people become more confident and assured
- To give people improved influencing skills especially with people who are experts and in positions of authority.
- To enable people to sell themselves and promote their company effectively.

Who should attend?

Anyone who regularly attends networking opportunities that wishes to effectively develop business contacts. Sales teams attending together will benefit considerably as they will be able to practice and enhance potentially difficult social skills in a semi familiar environment.

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Secrets of Success

The problem is this shouldn't be a secret. But it does seem that not very many are doing it, so it must be a big secret.

Are You Getting Less than Spectacular Networking Results?

Have you ever gone to a networking event, sort of drifted around, talked to a few people and left? The results were most likely less than spectacular.

What were you trying to accomplish at the networking event?

What was the picture you have in your mind of the outcome?

Was it to find someone that needed your product, or to sell your product directly at the event?

Most people have a picture in the back of their mind that they will meet someone who will be biggest sale they've ever had, or just maybe the FIRST sale they've had. In any case, if you are at the networking event to sell, you probably weren't as successful as you could be by changing your approach.

Change Your Networking Approach

So, let's change the picture of what you want to end up with at the end of the networking event.

If your goal has been to sell at networking events, what has your typical measurable results been for that focus? Do you acquire one client per networking event? Or is it more likely one in every 10-15 events?

If that is your picture you've been trying to sell one-on-one which isn't as effective as selling one-to-many, nor is a networking event really a good place to SELL. Does that surprise you?

What would happen if you changed the picture in your mind of networking into one of "building your network"?

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Let's look at the rule of 6 Degrees of Separation. That basically says that you can literally reach everyone in the world through 5 other people. If everyone knows at least 100 people, and if the 100 you know each know 100, at the first level you can reach 10,000 people. Then those 10,000 also know 100, and therefore just 2 steps away you can potentially get introduced to 1,000,000 people.

The population of the world is approximately 6,440,000,000, so through 4-5 levels, theoretically, could reach everyone in the world.

So, why are you trying to market to one?

What would happen if you changed your approach in networking from selling, to getting to know as many people as possible, and then getting them to introduce you to someone who can use your product?

What do you want to do with the people at a networking event?

Networking with the RIGHT People

What would happen if you focused on the RIGHT people to network with?

Who are the RIGHT people?

It could be people who know the people we want to do business with, and not just any networking event. It could be other people that think like we do, that aren't there to sell.

What is the RIGHT networking event?

What happens when we are at a networking event where everyone is trying to sell to everyone else? Doesn't that lead to a lot of competition for time to speak, to give your spiel, and probably no one is listening anyway since they are focused on getting what THEY WANT, SELLING.

What would happen if you found a networking group that is focused on building their network and getting to know more people that

- Can help them with their business
- Can help them get to know more people
- Can help them sell their products

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What would happen if you start networking with people that have the most contacts?

Now you are networking with other Power Networkers.

What would happen if you start networking with people that have a higher economic reach than you do?

In other words their average customer is a £1M, or £10M company instead of a £100K company that you have been networking with.

Networking at Networking events where people are selling

Most people that are trying to sell at a networking event go to the event, meet someone, give a spiel and if that person isn't interested they move on to the next and the next. When they leave the event, there isn't any further contact or follow-up with anyone.

How to Capture the Most Contacts, Set Up the Most Appointments at a Networking Event

If you are interested in building a network, you are interested in building a relationship. So, arrange to meet later to find out how you can help that person build his network, maybe give him a referral, how can you help him sell. If you keep your target on helping him, he'll eventually ask how he can help you and the relationship is off to building business for everyone.

You'll find that you will have more appointments from your networking than you have ever had, and that those contacts will result in more leads, and possibly more direct sales with your initial contact that you have ever had.

So stop selling at networking events, and start building your network.

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Course Objectives

At the end of the course delegates will successfully be able to:

- Understand Networking and Relationship Building on the strengths and successes that people already enjoy.
- Discover what gets in the way of people being effective at network meetings
- Develop Communication Dynamics with the emphasis being on face-to-face communication
- Understand how body language can communicate more than words during face-to-face communication.
- Look at scenarios and not make assumptions that can be misleading
- Change our Terms of Reference to see things from someone else's vantage point
- Make the first move and ensure that you get that business card.
- Approaching complete strangers and introducing yourself
- Understand how physical boundaries work and how even the shyest person can greet people well.
- Socialise, join and leave a group seamlessly
- How to make a memorable first impression
- Develop a Networking 'Etiquette' Hand Out
- Deal with Status
- Work to your strengths: 'It's You They 'Buy'

Training and Methodology

The objective of this programme is to teach a mixture of planning processes and skills. A lower trainer: delegate ratio ensures that trainees are given personal attention and encouragement in applying concepts to their own real life scenarios.

The training skills are based on HBT's fundamental principle that learning is doing. Participants are given the basic tools and together they plan and carry out role plays and activities in simulated scenarios. From these they receive accurate and objective feedback on their performance from both their colleagues and the trainers.

Materials

In addition to a comprehensive library of user-friendly reference material giving explanations of key concepts, delegates also take away from the programme

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detailed analysis of their performance during the programme with recommendations for further skill development.

All activities can be customised by request.

Duration

Normally one day. Other timing designs can be tailored to suit individual client requirement.

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