€TRAINING

Networking for Business Success



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Introduction:

Business networking is an effective and efficient way for business people to connect, develop meaningful relationships, and grow their businesses. These achievements don't come through a direct sales approach, however. They come from being interested in helping others, in listening, and in purposefully meeting and introducing people to one another. In this course, you'll learn the essential ingredients for business networking, including in-person, people-centered connections, and online spaces such as LinkedIn.

Course Objectives:

At the end of this course the participants will be able to:

- Introduce themself in a meaningful, memorable way, even if they have never worked on an elevator pitch before
- Be goal focused on networking so that they make the most of the events they attend
- Apply the concept of giving first and be helpful as a part of a system of reciprocity
- Use strategy and systems in order to network effectively
- Leverage the availability and usefulness of the Internet, including LinkedIn and Twitter

Targeted Audience:

- Business Owners
- Networkers
- Small Businesses

Course Outlines:

Unit 1: Your Elevator Pitch

- Developing, refining and practicing your elevator pitch

Unit 2: Networking Opportunities:

- Identifying networking opportunities
- Maximizing networking opportunities
- Proactively creating networking opportunities
- Adjusting your style of engagement as appropriate to the person and situation

Unit 3: Networking Pitfalls:

- What are networking pitfalls
- How to avoid them

Unit 4: Your online presence 1

- Creating or improving your online presence
- Getting noticed online

Unit 5: Your online presence 2

- Building your online network
- Increasing your career prospects

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