

# € TRAINING

Networking for Business Success



27 - 31 October 2024  
Istanbul (Turkey)  
Sheraton Istanbul Levent



# Networking for Business Success

REF: B1161 DATE: 27 - 31 October 2024 Venue: Istanbul (Turkey) - Sheraton Istanbul Levent Fee: 5850 Euro

## 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 themselves 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