



Networking Tips to Build Your Business

Have you ever wondered if networking is an art -- or a science? I've often stood back and watched (in awe) someone who is really good at networking and thought...is that something they learned? Or is it natural? And can I learn it too? How many of you witnessed these networking experts in action at the recent Alphabet Bash event?

Well, I've come to conclude that networking is an art **and** a science.

So, how do you become skilled at the art of networking?

- Have a positive attitude. It sounds cliché, but if you go in expecting to meet the right people, you will
- Have a plan; know who you want to meet and where they gather (i.e. all the fabulous marketing and communications professionals at the Alphabet Bash!)
- Relax and be comfortable with the process
- Polish your personal style
- Take notes of who you met and enter them in your database
- Follow-up after meeting with an email, note or call
- Find out how you can help others be successful

How to perfect the science:

- Have enough cards, and have them everywhere! Purse, wallet, pocket, car
- Arrive early and stay late, so you make the most of your networking occasion
- Have a succinct and thoughtful 30-second commercial (to respond to "What do you do?")
- Don't fill your time by chatting with co-workers
- Beware of holding both food and drink, it makes it difficult to shake hands or give a business card
- Approach people who are standing alone
- "I thought I would come over and say hello"
- Approach informal groups
- "I'm here to meet new people. Do you mind if I join you?"
- Show an interest in others
- "What is your specialty? ...your area of expertise? What do you do? What is your connection to this group?"
- Repeat their name

At our company, Spoken Impact , the last time we checked our numbers, we could directly attribute 31% of our new business to networking. What would an increase of 31% mean to your business?(<http://www.spokenimpact.com>)

Our last tip, **go to events and practice** – it won't work if you don't get out there. If you apply these ideas, you'll be well on your way to mastering both the art and the science of networking. Next year, I expect to see all of you (and many more) networking to build your business at the 2 nd Annual Alphabet Bash.

"If I had to name the single characteristic shared by all the truly successful people I've met over a lifetime, I'd say it is the ability to create and nurture a network of contacts."

Harvey Mackay, Author, Dig Your Well Before You're Thirsty.

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If you'd like to learn more about our program on networking, [visit our website](#).

Spoken Impact is a public speaking and presentation development company. We help individuals and teams become polished presenters and create effective, memorable presentations.