

The 12 Ways to Networking Nirvana



As veteran networkers Morgan PR has produced this handy guide to what we think are the 12 most successful ways to approach networking to help you turn this fundamental part of business into a successful sales strategy. Enjoy!

- 1** Do your homework. Does the group have a website? Do you know an established member you can accompany? Are there rules on attendance? Do you give a one minute or two minute presentation? Remember: Preparation Prevents Pitiful Performance!
- 2** Arrive early. Honestly, which would you rather do... greet people who arrive or walk into a crowded room? Be there early and you can meet and greet and network like a pro. Better still you do not find yourself walking into a meeting already in full flow. That is the wrong reason to be remembered.
- 3** Come in with an outcome. Why are you there? Know what you want from any networking meeting and visualise that goal ahead of the event and be sure to pursue it. Too many people think turning up is enough!
- 4** Wear your name badge. You do have one don't you?! Wear it with pride and it will help people connect as they will be able to see your name rather than try and recall it. Use your company name too.
- 5** You're not selling to the room. Don't you hate those people who turn up and sell, Sell, SELL? The aim should be to encourage your fellow networkers to refer people and businesses within their network not to sell directly to them. Follow this approach and you will often find people in the room do buy, and that should be seen as a bonus.
- 6** Aim for rapport! Okay, you might not be a Master Practitioner of Neuro Linguistic Programming, but try and build rapport. Listen closely and find common ground and you are on your way – if you can reflect their body language and spoken language too then you will soon find they marvel at how you just 'clicked'.
- 7** Perfect your 'One Minute' Or however long the group you are visit invites you to speak for. Typically – and this warrants a sheet of its own – go with your name and company name, what you do, what you are looking for and finish with your name and company name. Practice makes polished!

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Niche rocks! And shopping lists suck. If you reel off a list people will switch off – they want to know you are an expert worthy of their attention, so never give a shopping list – unless you are promoting shopping lists... even then!

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Be Abundant. Morgan PR is plentiful with its advice on PR and supporting strategies when we network. Our Masterclass on 'How to Write a Killer Press Release' really tells you everything you need to know. Do people take advantage? Of course, but the majority will recognise a generous guru when they see one and want to know more. Make the cake bigger, not just your slice!

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Follow up. Send a handwritten postcard to the people you met and reference something they shared with you

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Populate your database. Collecting the business cards is the first step; you should enter them into your database with any supporting information (birthdays? Forthcoming events? Requests?) and feed that into the marketing strategy you must surely have!

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Go back. With any networking you get back what you put in. If you flit from group to group like some nectar hungry butterfly you will not do nearly so well as someone who is loyal and diligent about understanding and supporting the dynamic of each group they belong to.

Do contact us if you would like some professional help with any aspect of your approach to networking, from mastering the one minute to capitalising on your database. Networking is an essential part of your public relations and should be professionally approached to ensure the greatest possible return on the most expensive investment you make - your time.

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