



heath help with

effective networking

- **Understand what you want to achieve.** Before a networking event decide on your objectives and what success might look like. This will give you a benchmark. Make your objectives SMART (Specific, Measurable, Actionable, Realistic, Time bound). Over time, you'll understand what works well and what doesn't.
- **Prepare.** Ask for delegate lists upfront and highlight key targets in advance. You'll be able to do your homework properly and have pertinent conversations.
- **Make yourself memorable.** Have business cards to hand, wear appropriate clothing and have your elevator pitch (a short introduction to your business) ready and rehearsed.
- **Arrive early.** Late arrivals get noticed for the wrong reasons. Arrive early, familiarise yourself with the venue and take a little R&R before the majority of delegates arrive.
- **Use your name tag wisely.** None of us like them, but wear it, ensure its straight and wear it on your right side – its more easily visible when shaking hands.
- **Forget the hard sell.** When joining a group make eye contact with the speaker and you'll get invited to join the conversation. Do not interrupt. Show interest, give attention and ask open questions to engage in conversation. People like talking about themselves!
- **Be sure to follow up.** This is where most of us slip up. Follow up and add your contact to your database. If you have made any commitments – be sure to deliver.
- **Be patient.** Relationships take time to grow – don't expect too much too soon, but do keep on developing your network.

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