

PERFECT YOUR NETWORKING SKILLS

In short : Networking is the most simple, fast and efficient method to sell your expertise and create contacts that will be useful to you, both short and long term. Useful contacts are everywhere, all you need to do is to find these people and to convince them.

Leaving a networking event without having established new potential contacts or potential future associates is the result of an incomplete planning strategy and a lapse in interpersonal or social skills.

This interactive workshop will not only help you build your self-confidence and to perfect your social skills, but it will also teach you how to avoid the most common networking mistakes. Learning the Face-to-Face Marketing networking technique will set you free from the fear of networking events and will help you to multiply the results of your networking experiences, both professionally and personally.

Workshop syllabus

- Why is networking important?
- Requirements for success
- Clear objectives
 - Quality and Quantity
 - Different degrees of contact
- Planning Strategy
 - What you need to know before the event
 - The 5-C rule
- Promotional activities
- Get into "Networking Mode"
 - Tips to make the switch
 - The « Fear Factor »
 - How to avoid turning off a prospect
 - How to make a good impression: The top 10 qualities
- Non-verbal communication
- Conversational Structure – Quickly break the tension
 - Engagement
 - Qualification
 - Presentation
 - Conclusion
 - Cool Down
- Keeping contact : Follow ups - How and Why?
- Simulation exercises and question period