

## Online Free Resources

We develop people – they develop your business

Here are 5 useful tips to make your networking experiences in the future more productive and beneficial, not only for you but also for the people you meet – remember all relationships are a two way street, we must have the other person's best interests at the forefront of our minds as well as our own.

### **Business Etiquette – Networking Skills**

#### **Next steps**

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Following on from my previous article on Networking, when I talked about open and closed questions, what networking was and how we can feel more at ease with the experience, I want to give you here 5 useful tips to make your networking experiences in the future more productive and beneficial, not only for you but also for the people you meet – remember all relationships are a two way street, we must have the other person's best interests at the forefront of our minds as well as our own.

#### **Five Useful Tips for Networking**

1. Gender Communication

Be aware that men and women communicate differently. When women walk into a room full of strangers they are most likely to scan the crowd for familiar/friendly faces and see who they can start to build a verbal relationship with. When men walk into a room full of strangers they are most likely to scan the room looking for enemies and will check out the nearest exit/escape route.

In a group/meeting environment, women will show empathy to the person speaking by smiling and nodding their heads to show they are listening. This does not automatically mean they are agreeing with you! Men will usually remain still and static with their body language and have an invisible "ball" that they hold while they are speaking and then mentally "throw" to the next person speaking. Men usually agree by voting their approval of a point. Confusion with the different gender listening skills can create all sorts of misunderstandings.

2. View networking as a positive experience

Think of any kind of networking as a way to easily and effortlessly get you in front of the person/people you want to speak to. Everyone at the event/meeting has the same agenda as you and are quite likely to be experiencing similar feelings.

3. Research who's going to be there

Try Googling the people you know are going to be at the event if it's an outside networking opportunity – conference, exhibition etc. The more information you can have about attendees the better and this produces an easy 'in' when trying to engage people in a conversation.

4. Set the outcome

What is it you want to achieve? Are there specific people you want to get in front of, speak to, ask the opinion of? Are there particular points you want to get across to this group of people about a certain issue (internal/external meetings).

The clearer you can be about your objectives and outcome for attending, the more likely you are to have a positive experience.

5. Reframe negative thoughts

If you don't believe the meeting/conference/network is valuable, no-one else will. If you don't believe what you have to offer/say/contribute is valuable, no-one else will.

We get reflected back to us what we give out. If we give out negative vibes, we are more likely to have this presented back to us. If we give out positive vibes we are more likely to have this presented back to us.

### **So - Why network at all?**

Gives you opportunities to:-

- Enhance your profile
- Get more job satisfaction
- Do more business
- Inform others about what you do
- Makes life more enjoyable
- Increase your contacts

Remember : Six degrees of separation

We all know at least 200 people, who also know at least 200 people, which means you are never more than a few contacts away from the people you want to meet/talk to.

*If you are interested in a workshop on this subject then please call us on 0845 626 2244.*