# Gearing You For Growth

## Networking For Success

### Course Overview

Business networking is an effective and efficient way for business people to connect, develop meaningful relationships, and grow their businesses.

These achievements do not come through a direct sales approach, however they come from being interested in helping others, in listening, in purposefully meeting and introducing people to one another.

### Target Audience

Office workers, information workers, salespersons, account managers, call center staff, business owners and anyone willing to take business networking to the next level.

### Prerequisites

There are no prerequisites for this course.

### Duration

- 1 Day

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## Course Outline

**Module 1: Understanding successful networking**
- Establishing contacts with a purpose.
- Networking is a two-way street.
- Avoiding networking pitfalls.
- Sharpening your networking focus.

**Module 2: Building networking relationships**
- Cultivating existing contacts.
- Expanding your networking circle.
- Scripting your 30-second self-introduction.
- Preparing for networking events.
- Nurturing your support system.
- Finding a mentor.

**Module 3: Refining your professional presence**
- Making a positive first impression.
- Turning small talk into big business.
- Conversational do's and don'ts.
- Mastering the art of listening.
- Projecting your image on paper: business cards.

**Module 4: Bell-ringing telephone techniques**
- Identifying key contact points.
- Cultivating the gatekeeper.
- Introducing yourself by telephone.
- Networking through voice mail.

**Module 5: Networking via E-mail and the internet**
- Reaching your contacts through e-mail.
- Formulating an effective e-mail message.
- Signing off with a signature file.
- Tapping into online alumni networks.
- Welcome to my web: creating your online presence.
- Surfing the web for networking leads.
- Netiquette guidelines for networkers.
- Taking time for snail mail.

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**Module 6: The networking power of self-promotion**
- Tooting your own horn.
- Spreading your news in a press release.
- Press release writing 101.
- Writing bylined articles.
- Putting a face to your name.
- Promoting yourself through speaking engagements.
- Volunteering for networking success.
- Making the most of trade shows and conventions.

**Module 7: Special networking challenges:  novices and veterans**
- Recent college graduates:  learning the ropes.
- Senior executives:  searching the hidden job market.