

Networking for Success

Business networking is an effective and efficient way for business people to connect, develop meaningful relationships, and grow their businesses. These achievements don't come through a direct sales approach, however. They come from being interested in helping others, in listening, and in purposefully meeting and introducing people to one another. In this two-day course, you'll learn the essential ingredients for business networking, including in-person, people-centered connections and online spaces such as LinkedIn.

What Will Students Learn?

- ✓ Introduce yourself in a meaningful, memorable way, even if you've never worked on an elevator pitch before
- ✓ Be goal focused about networking so that you make the most of events you attend
- ✓ Apply the concept of give first and be helpful as part of a system of reciprocity
- ✓ Use strategy and systems in order to network effectively
- ✓ Leverage the availability and usefulness of the Internet, including LinkedIn and Twitter

What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes

What Topics are Covered?

- ✓ Assessing your networking skills
- ✓ Identifying opportunities and customizing your approach
- ✓ Creating a positive first impression
- ✓ Your memorable intro
- ✓ Starting the conversation
- ✓ The handshake
- ✓ Business cards
- ✓ Handling tough situations
- ✓ Following up
- ✓ Organizing your network
- ✓ Leveraging the internet

- ✓ Specialized manual and course materials
- ✓ Personalized certificate of completion