

The Golden Rules of LinkedIn

At Kintish we not only teach you how to network face-to-face but how to network online using LinkedIn.



Here are a few pointers to follow to get the best out of LinkedIn:

1. When connecting with someone don't use the default message. It's far more courteous to use a tailored message.
2. Get involved in groups that interest you to make yourself and company more visible.
3. Update your status regularly informing your network of useful or interesting business based ideas or news.
4. Invite new contacts both external and internal.
5. Use the advanced search button to find your target contacts.
6. Follow relevant companies and use the signal application.
7. Create an attractive company profile with services products and status updates.
8. Review your home page for news of what your network is doing and commenting if relevant.

For lots of free and useful information please visit:

www.kintish.co.uk
www.linkedintraining.co.uk
www.kintish.tv

Kintish is going global with e-Learning



Kintish training is now available wherever you are in the world with just the click of a button.

With our web based material you can train entire offices in your own timescale wherever the location.

There are four workshops to our online networking training:

- Secrets of Great Networkers
- How to Work a Room
- Spotting Business Opportunities
- How to Follow Up

Choose from as many or as few topics as you require. Please call the office or visit our website for more information

Network House
7 Scholes Lane
Prestwich
Manchester
M25 0PD
0161 773 3727
willk@kintish.co.uk



**Your
Personal
Pocket Guide
For Building
And
Maintaining
Business
Relationships**

Kintish®



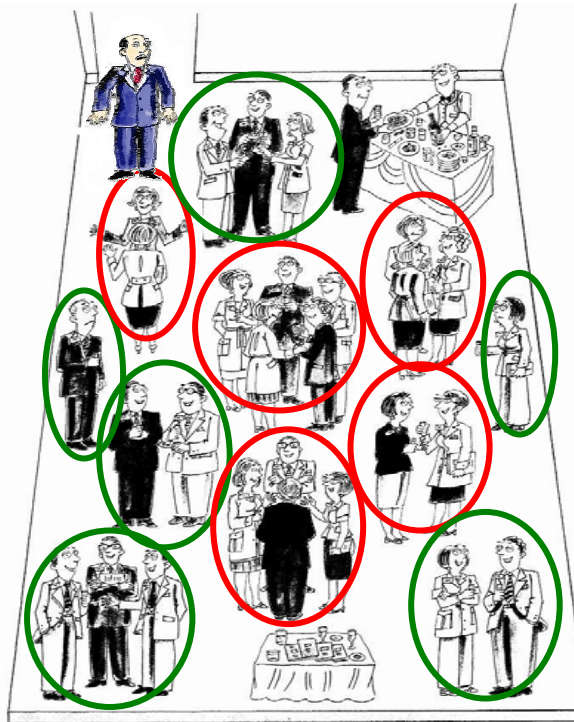
Positive Self-Talks

When you walk into a room it's time to think:

- ☒ "I'm a nice person who is going to be accepted into this room."
- ☒ "I'm as good as anyone else here."
- ☒ "Yes, I am a little nervous, but so are most other people."
- ☒ "I'm going to be friendly, courteous and polite; that way people will like me quickly."
- ☒ "I'm going to smile, give good eye contact, shake hands and aim to remember peoples' names."
- ☒ "When I pretend to act like a host, my confidence is going to build."
- ☒ "It's a business event so everyone is here to meet new contacts – including me."
- ☒ "I'm going to spend more time being interested by asking questions rather than talking too much about myself."
- ☒ "I'm going to look positively for potential opportunities and follow them up."
- ☒ "I'm going to have a good time!"



Working the Room



Surveying the room

- **Individuals** – they don't know anyone and don't know how to break the ice. They are praying for someone to talk to them!
- **Open couples and trios** – feel free to go over and join them – they want to meet you like you want to meet them
- **Closed couples and trios** – Their body language is saying we're comfortable as we are for the moment but come back later
- **Bigger groups** – only enter when you know someone
- **Rude people** – don't give them a second thought, just move on

Move on – with respect and courtesy

- Don't just walk off
- Offer them an option
- Hunt in pairs as a last resort
- They want to move on as much as you do

Following Up After the Event

Business card etiquette

- Ask for a card
- Ask to call and the best number to use
- Plan when to follow up

Remember when following up

- They are expecting your call
- Your reputation will be damaged if you don't call

Plan for the call

- Recap the original conversation
- Do research on the company
- Be prepared for someone else to answer the call
- Make the reason for the call clear

- ☒ Pest-v-persistent – offer them a way out!
- ☒ Remember if they say no, they're not rejecting you; just your services.
- ☒ Never hear, 'no,' only hear 'not yet.'
- ☒ We'll call you if we're interested (the worst that is ever going to happen!)

