



# 10 Networking tips for attending formal networking clubs

BY WILL KINTISH

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*...“ People really want to know what you can do for them.”*

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- 1 Turn up! People forget you when you're not there.
- 2 Have a giving mentality. Work hard for your fellow members. Networking is about WIIFY (What's in it for you) before WIIFM (What's in it for me).
- 3 Get there early and try and 'loiter' afterwards. At the formal networking part of the meetings you can't really build relationships or talk serious business.
4. When you do your 1 minute talk vary it and ensure over the weeks people know all the services you offer. Every so often talk about you the person and not your business. After all, people buy people first.
4. "What do you do?" Answer this in a clear, interesting and precise way. People really want to know what you can do for them. What I am is a presenter, what I do is help people who find networking a challenge, just how easy it is.
5. Meet on a one -to-one basis at either yours, or their business premises. In fact over the period of, say 12 months, aim to have a 'home' and 'away' fixture.
6. When you spot an opportunity to introduce Jack to Jill, make it easy for them by calling Jill to ask Jack they will see Jill. Explain why you think the meeting would be good for both sides.



7. When you are given a lead, always, always follow up. Whether anything comes of it or not always say thank you in the appropriate manner. When you offer to do something always do it. Build a reputation for being totally reliable...it's great for business

#### *8. Breaking the Ice*

Most people are nervous when they first attend. So, regulars please look for the person standing alone and give them a warm welcome. Approach them with a smile, ask to join them and start a conversation. We have all travelled to get here and we are all in business. A non – threatening ice breaker to capture a wide range of answers can be, “Where have you come from?” You’ll get a geographic place or a business name either of which provokes the start of the conversation.

#### *9. Following up*

When you spot potential opportunities do persevere but don't pester. The way round this is to ask peoples' permission to contact them. If you don't get a fully positive response offer your card and suggest if they think you can help to contact you.

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...“Networking is building relationships.”

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10. Networking is building relationships. The only thing you sell at the event is yourself and your personality. Only at the one –to –one meeting should you be doing serious business.

## **Your presentation to your fellow guests -7 thoughts**

1. Less is more. In today's world we all have short attention spans. Don't bore your colleagues. Networking is word-of-mouth marketing. Marketing needs to be interesting exciting and benefit based.

2. Don't tell people how big, how well-established, how old, how.... your company is. It's generally irrelevant. Your 2 minutes is to get people to buy into you. We all know people



buy people before buying the service or the company

3. Don't use jargon or your industry's gobbledegook. Showing off won't make you any friends

4. "What do you do?" answer this in a clear, interesting and precise way. People really want to know what you can do for them. What I am a presenter, what I do is help those people who find networking a challenge and show them just how easy it is.

5. Tell stories and anecdotes about benefits you provide. People like that and will remember you more easily.

6. Give away valuable and useful information if you are in 'advice businesses'. *The more you tell, the more you sell.*

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*"Who do you know who..."*

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7. If you can explain what you do in 30 seconds fine. Use the other 90 seconds to tell people something personal about yourself, your family, your interests your holidays. Doing that is a great way to build a new or reinforce relationships....the reason we're here today!

## Asking for help

When you have a giving and abundance mentality don't hesitate asking others for help. The more specific you can be, the easier it is for people to help you. Start with the phrase...



## Who do you know who?

Is looking for a new career in...?

Is an expert in...?

Can advise me about...?

Buys / sells...?

Knows...?

Works in...?

Owns...?

Knows about...?

Can tell me where I can find...?

May be looking for some one like me who is...?

Wants a new...?

Please can you help me? If you were me how would you...?

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