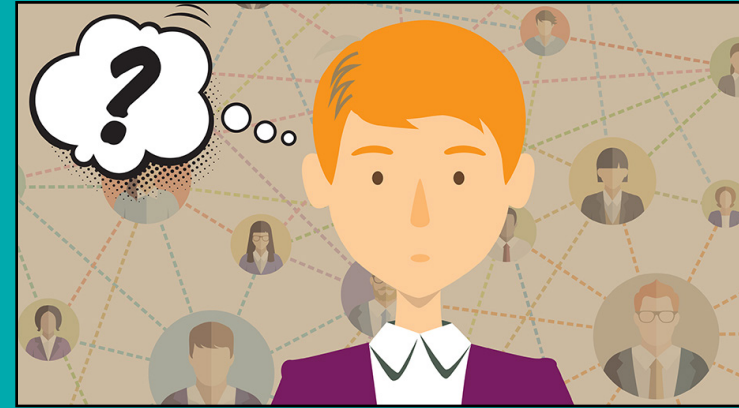


# 7 NAUGHTY MISTAKES OF NETWORKING



## #1 ALWAYS BE PITCHING.

EVERYONE IS AT THAT EVENT FOR REASONS OTHER THAN BEING A TARGET OF YOUR SALES PITCH. SO FORGET THE BROCHURES & PRESENTATION PACKS, JUST BRING YOURSELF & YOUR BUSINESS CARDS. NETWORKING IS REALLY ABOUT CREATING AN OPPORTUNITY TO MEET THE RIGHT PERSON 'AFTER' AN EVENT. SO DON'T SELL YOUR 'STUFF' - RATHER JUST PITCH THE IDEA OF A COFFEE AT SOME POINT AFTER THE EVENT.



## #2 WHEN YOU DON'T HAVE AN OBJECTIVE.

WE MUST HAVE A CLEAR OUTCOME OR OBJECTIVE FOR BEING THERE. WE HAVE TO GET A RETURN ON OUR INVESTMENT IN TIME AND MONEY - OTHERWISE WHY ARE WE THERE? THERE CAN BE A NUMBER OF REASONS FOR LEVERAGING NETWORKING, E.G. AS A GROWTH STRATEGY, A CLIENT-RETENTION TOOL OR A BRAND-BUILDING TOOL.



## #3 PICKING THE WRONG ROOM.

MANY OF US JUST 'SHOW UP' AT EVENTS WITH NO REAL PLAN. THIS IS A PROFESSIONAL NECESSITY THAT DELIVERS SIGNIFICANT VALUE. NICHE YOUR NETWORKING & SEE YOUR RESULTS RISE.



## #4 DON'T ASK PERMISSION.

NETWORKING IS NEVER ABOUT US - IT'S ALWAYS ABOUT THE OTHER PERSON. A SIMPLE REQUEST, FOLLOWED BY PERMISSION TO CONNECT IS A POWERFUL WAY TO START ANY NEW RELATIONSHIP. ASKING PEOPLE'S PERMISSION TO ENGAGE IS A LOVELY WAY TO START THE CONVERSATION. WHEN WE MEET PEOPLE FOR THE FIRST TIME WE START THE RELATIONSHIP ON THE BEST FOOTING WHEN WE DO SO WITH THEIR PERMISSION.



## #5 DON'T SHOW INTEREST IN THE OTHER PERSON.

RAPPORT IS ESSENTIAL TO BUILDING TRUST WITH SOMEONE ELSE, SO ASK 'UNIVERSAL QUESTIONS'. 'OPEN' QUESTIONS SUCH AS HOW, WHAT, WHERE, WHY, WHEN AND WHO ARE THE ONLY TOOL WHICH GUARANTEES US THE FULL ATTENTION, INVOLVEMENT AND ENGAGEMENT OF THE OTHER PERSON AND ALLOWS THEM TO CHAT AWAY AND RELAX INTO BEING WITH US.



## #6 NEVER EXIT 'ELEGANTLY'.

ONE OF THE THINGS TO AVOID IS WHEN IT'S OBVIOUS THE CONVERSATION & THE INITIAL CONNECTION IS OVER & BOTH PARTIES ARE LOOKING FOR AN EXIT - AND NOBODY KNOWS HOW! IT'S IMPORTANT THAT WE NEVER 'DUMP' PEOPLE - ABANDONING THEM WHEN WE ARE FINISHED WITH THE CONVERSATION OR LEAVING THEM STANDING ALONE WHILE WE MOVE ON TO OUR NEXT CONTACT.



## #7 NEVER FOLLOWING UP.

IT'S TOO EASY TO TALK OURSELVES OUT OF FOLLOWING UP; 'THEY WON'T REMEMBER ME' OR 'I HAVEN'T ANYTHING OF INTEREST TO THEM'. SELF-DOUBT KICKS IN. BUT REFLECT ON THAT FOR A SECOND; HOW WOULD YOU FEEL IF YOU MET SOMEONE, GOT ON VERY WELL WITH THEM, THEN THEY PROMISED TO FOLLOW UP BUT THAT NEVER HAPPENED. WHAT HAS HAPPENED TO THEIR BRAND THEN? WHAT WOULD HAPPEN TO YOURS WHEN YOU DON'T FOLLOW-UP?