

Business Networking Skills

Duration: 1/2 day

Our *Business Networking Training* can be tailored as an in-house programme to address specific issues within your company.

A lot of people think business networking is all about 'selling yourself' or 'working a room', whereas, for our money, networking isn't about that at all. It's about relationship building and making yourself and your company attractive to people in a way they hadn't realised before. It's about developing your business, not cramming it down someone's throat.

However, not everyone thinks they have good networking skills. They look at other people who appear to be at ease in the networking arena, and think, "Born socialiser. I could never do that."

As far as we're concerned, yes, you can. Good business networking skills can be learnt and are far easier than you might think.

Why Business Networking Skills?

Here are some reasons why a Tailored Business Networking Skills course may be suitable for your company:

You have groups of people who attend conferences, seminars, social events and other networking gatherings where it is essential they 'mix and mingle' and make good contacts.

You have people who are uncomfortable in social settings and yet you need them to be able to talk articulately about your business and get themselves known.

You have highly skilled staff who have to network; they need to create their own contacts in order to build the business, but they simply don't have the requisite skills to flourish in that often difficult environment.

If you need your people to feel more confident in the *Business Networking Skills* arena we can tailor a programme to meet those specific needs.

Training Objectives

- Building Relationships
- Joining and Leaving Groups
- Opening Gambits and Small Talk
- Using Open Questions
- Finding Common Ground
- Using Personal Disclosure
- Creating Trust
- Talking Up your Business
- Becoming a Networking 'Node'
- Networking Conventions and Rule Breaking
- Building Confidence

For those who want a more strategic approach, we can also cover:

- Growing your network
- Gaining Visibility in the media
- Planning your network

Pre requisites

There are no prerequisites for this course