

10 Top Tips for Effective Networking



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- 1. The Elevator Pitch.** Imagine you have 30 seconds in an elevator to impress someone. What will you say? Prepare and rehearse a statement about who you are and what you do. Avoid using your job title or grade. Instead describe your job in an engaging way.
- 2. Have a plan of attack.** Remember you are there for a purpose. It is important that you do some research before the event and identify attendees who could be good acquaintances to have and seek them out.
- 3. Smile.** It is important you appear friendly and approachable.
- 4. Be Proactive.** Make the first move and always approach people with confidence.
- 5. Closed Questions.** Start a conversation with someone by asking closed questions, as this quickly breaks the ice and makes it easier for the other person. Use questions with what, who, why, where, when & how?
- 6. Be Interested.** Give the person or group you are with your full attention. Be interested in what they have to say and don't scan the room for the next person to talk to!
- 7. Include Others.** A good networker will be remembered for doing this simple thing. If you see someone you know or spoke to earlier, then invite them into your group. A simple "Hi Jane, come and join us, we're discussing...."
- 8. Use the 5 minute rule.** Without being rude, if there are clearly no synergies between you and the person you are talking to after 5 minutes, move on, but never leave the person on their own. Introduce them to a person you know or have previously made contact with.
- 9. Business Cards.** Use professionally produced business cards (even if you use your home address on them) to exchange details with a good contact. Never make the mistake of fumbling for a card and handing over a card that has just been given to you. Keep your cards and those that you accept in separate pockets.
- 10. Follow Up.** Ensure you follow up the contacts you have with a simple email or phone call about a week later.

Our Tips in This Series

20 tips - Successful Interview Technique.

10 tips -How to Get the Job You Really Want.

10 tips - On Presenting to Win at Interview.

Top Negotiation Tips

20 Tips Time Management

Inspire Change Limited

2 The Old Yard, Lodge Farm Business Centre,

Castlethorpe, Milton Keynes MK19 7ES

Tel: 01908 511572 Email: info@inspirechange.com

www.inspirechange.com

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