

Possible titles for sessions:

- ⌘ Leveraging Your Sphere of Influence
- ⌘ Building a Culture of Connectedness – Networking that Works!
- ⌘ 7 Steps to Networking Success

Length of Session:

There is sufficient knowledge material in this lesson plan to present a full-day session on networking. Trainer should review the entire content and then pick-and-choose the material that best fits the needs of the client and the audience.

Sample “sell” segment:

If doing seven simple things could help you take the work out of networking, enhance your confidence and generate advice, support, feedback, and development leads for growing your business, wouldn't you want to do those things?

In an increasingly competitive business world successful professionals know that networking is an essential part of business. Join _____ (Trainer's name) and learn _____ (Insert the session title here)

Who would benefit from this session?

Anyone building a business would benefit from this session. As well, people who interact on a daily basis with potential clients and suppliers or anyone who sells products and services to others.

Topics covered in this session:

- ⌘ Steps to networking success
- ⌘ Nontraditional marketing strategies

- ⌘ Gaining access to spheres of influence
- ⌘ Leveraging your Social Intelligence
- ⌘ Inspiring those who know you
- ⌘ Generating reciprocal support systems
- ⌘ Building your business and increasing revenue through networking
- ⌘ OPTIONAL ADD-ONS – Etiquette Specific Mixing Business and Pleasure Behaviour

Session Outcomes:

After attending this session participants will be better able to:

- ⌘ Develop your social intelligence and make long-lasting business contacts
- ⌘ Increase your confidence and build a culture of connectedness
- ⌘ Understand the difference between network building and referral building
- ⌘ Optimize practical networking opportunities
- ⌘ Network with purpose; qualitative versus quantitative communications
- ⌘ Make money with word of mouth selling
- ⌘ Inspire others to act when you ask
- ⌘ Master the art of networking in just minutes a day

Internet sites such as www.linkedin.com and www.friendster.com are changing the way people network. These internet networking sites allow business people to connect electronically with many people over a short time, and from the comfort of their office.

Trainer could use a flip chart and ask participants, "Why do you think some people are terrible networkers?"

Answers may include some of the reasons listed below or others.

Terrible networking happens for many reasons, including:

- ⌘ a lack of communication skills
- ⌘ a tendency towards introversion
- ⌘ a fear of public speaking and/or speaking in public
- ⌘ a lack of social confidence or maybe being shy
- ⌘ a misunderstanding of what networking is
- ⌘ a tendency to "work" the wrong crowds
- ⌘ a lack of follow up
- ⌘ a poor attitude about networking

Make no mistake networking is essential to building a business. The good news is that each of the eight contributors to poor networking skills that are listed above can be overcome. All it takes is a little time and effort.

Cultural Tips

Business Cards in China: one side of the card should be translated into Chinese, the Chinese characters printed in gold, since gold is an auspicious color. Hold the card in both hands when presenting it and never write on someone's card unless directed to. In China as in Japan, if presenting to several individuals at once, present it to the highest ranked individual first then follow rank protocol.

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EXERCISE

Skill Area	Behaviour	Need to improve	Do very well	Notes
Life Skills	Staying Healthy			
	Decision-making			
	Self-care			
	Money Management			
	Time Management			
Social Skills	Communication			
	<ul style="list-style-type: none"> • Speaking • Writing • Listening 			
	Manners			
	Stress Management			
Sales Skills	Specific skills such as:			
	<ul style="list-style-type: none"> • driving • paying the bills • interacting with others 			
	Negotiating			
	Asking for the sale			
	Closing the deal			
	Assessing the client			
Cold-calling				
Following up				

Trainer continues:

The good news is that anyone can become a good networker. In this session we are going to talk about seven steps towards networking success.