

# Effective Networking Skills

**There is more to being a member of a business club than merely attending meetings. The cost of membership and the time invested can seem high if you are not getting the benefits you anticipated when you joined. Making the most of the networking opportunities provided by your local business network is what this networking workshop is all about.**

Networking has become fashionable due to the rise in new businesses entering the market, this has created a need to find a quick and cost effective way to penetrate the market and generate business. Face to face contact is less formal and everyone at the networking events is interested in what you do – after all that is the reason they are there in the first place.

## **Decide on your networking objectives:**

The first step to networking is to determine what your objectives are. Here are a few examples:

- Making contacts and building a database of contacts
- Meeting potential clients
- Reinforcing relationships with existing clients
- Raising the profile of the company
- Personal and management development

## **Delegates will learn:**

- ⊕ **To prepare a networking plan**
- ⊕ **How to make contacts at events**
- ⊕ **Raise the profile of your company**
- ⊕ **10 Top Tips for Successful Business Networking**

The course is taught in a relaxed atmosphere and you will learn through a variety of exercises and discussion groups, using real-life examples with practical solutions.

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Networking  
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*1 Day Course*