

TOP120 Networking TIPS

**Maximize the Value Of Business
Relationships**

BNI Tata and BNI Greater Surat

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Tips to Prepare for Your Next Networking Event

1. Establish the mindset of a networker.
2. Be knowledgeable about the event you are attending.
3. Prepare your introduction and elevator speech beforehand.
4. Don't forget your business cards and make sure they are memorable.
5. Set a goal for yourself for the event and a quota of how many contacts you'll make.
6. Try to find out in advance who will be attending and identify who you want to meet.
7. Wear professional attire to make a good first impression.
8. Travel light and check your coat.
9. Keep realistic expectations – there is no way you can possibly meet everyone at an event, so don't be upset if you miss a few people.
10. Eat before you go to an event. You might be too busy talking to eat and you don't want a growling stomach to ruin a good conversation.

Tips to Network Effectively

11. Prepare an elevator pitch that describes who you are and what you do in less than 30 seconds.
12. Keep your goals in mind while networking.
13. Join networking groups online and in real life.
14. Be interested in the person, not just the opportunity.
15. Be a good listener.
16. Always follow up within 24 to 48 hours and remind the person who you are, where you met, and a detail of your conversation.
17. If someone does you a favor, always return that favor.
18. Talk to everyone everywhere you go.
19. Before you attend an event, have a game plan.
20. Have memorable and unique business cards.
21. Be a valuable resource to others by having unique skills.
22. Follow up your commitments and promises.
23. Have a positive mindset and confident attitude.
24. Focus on quality, not quantity.
25. Uncover people's needs and offer to help.
26. Select a group that makes sense for you and your business and become an active member.
27. Arrive at the meeting early and stay late.
28. Listen more and talk less
29. Make notes on the back of the business cards you receive but wait to write things down until you are alone so as to not seem rude.

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30. Set goals and quotas for each event you attend.
31. Research who will be attending the event and identify which people you want to connect with.
32. Remember, you know more people than you think, and you are not alone.
33. Reach out to your network when you are in need of help.
34. Improve your communication and people skills to improve your networking.
35. Evaluate the quality of your networking and make adjustments.
36. Take advantage of both “strong” and “weak” ties.
37. Take the time to maintain your network.
38. Don’t be fake or selfish.
39. Always be yourself.
40. Remember, simply talking to people is still networking.
41. One great way to learn to network is to listen to someone who has lots of networking experience.
42. Make sure to hand out a lot of business cards at networking meetings.
43. Attend different types of meetings, be active in the events you attend, and follow up with the contacts you make.
44. The way you approach people at a meeting can make a difference in the results you get.
45. Research speakers and attendees ahead of time and reach out to them.
46. Use social media to connect with speakers and people you meet.
47. Skip a panel or two and hang out in the break room to meet different people in a relaxed setting.

Tips for Networking at Social Events

48. Remind yourself that you're there to give, not to get.
49. Have sincere conversations and be genuinely interested in what people have to say.
50. Ask open-ended questions instead of simple "yes" or "no" questions.
51. Limit your alcohol intake.
52. Connect with anyone and everyone – don't be a snob.
53. Do your homework beforehand and identify who you want to meet.
54. Know your story and your audience.
55. Resist the urge to arrive fashionably late – the early bird does get the worm.
56. Ditch the sales pitch and focus on building relationships instead.
57. Share your passion, it will make you seem more confident and interesting.
58. Smile, smile, smile!
59. Don't hijack the conversation, allow others to have their turn to speak.
60. After the event, use social media sites like Facebook, Twitter, LinkedIn, Google+, and blogs to connect further with people you met.
61. Be your real self
62. Be focused and brief.
63. Be positive and well-mannered.
64. Don't assume hostility.
65. Be curious about the people around you, but not intrusive.
66. Perfect the art of small talk and have a few topics of conversation ready in case the dialogue stalls.

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67. Watch your body language to make sure you aren't being unintentionally aggressive or closed-off.
68. When you arrive at a networking event, avoid gravitating to people you already know and instead, focus on meeting new people.
69. Keep your business cards in your pocket for easy access.
70. When giving a person your business card, personalize it by writing your cell number or a short note on it.
71. When giving or receiving a business card, be especially careful when dealing with people from outside the US as many cultures treat them with very high regard.
72. During the course of a conversation at a networking event, use the other person's first name two or three times so you'll remember it more easily.
73. Rather than telling a new contact all about yourself, spend your time asking them questions.
74. When a person is talking to you, be sure to look directly at them and don't let your vision wander around the room.
75. The best location for networking is by a high-traffic area such as a main door, the bar, or near the food.
76. Never approach someone if they are walking towards the restroom or if they have a phone in their hand.
77. Always keep one hand free to allow yourself to shake hands with people.
78. As a way of demonstrating your networking skills, introduce each new person you meet to at least one other person.
79. Never try to barge into a group of four or more people.
80. Do not approach two people who are talking, as you may be interrupting an important discussion.
81. Initiate conversation with someone who is standing by his or herself.
82. When you meet someone for the first time, you have 48 hours to follow up with them before they will completely forget about meeting you.

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83. Treat networking like a game with rules and consequences.
84. Make networking a priority.
85. Keep track of your contacts and keep up with them.
86. Don't wait until you're desperate to network – start early.
87. Look for opportunities others might miss.
88. Always ask permission to use a name.
89. Never underestimate the power of a thank-you note.
90. Remember that you're never too old or successful to network.
91. Technology is your friend when it comes to maintaining contact with people you've met at a networking event.

Tips for Networking at a Conference

92. Start networking before you even get to the conference.
93. Email the speakers to let them know that you look forward to hearing their talks.
94. Don't be afraid to go up and introduce yourself to the speakers at the event.
95. Follow up with an email to the presenter thanking them for their time and asking a meaningful question to help build your relationship.
96. Put your business cards in your carry-on luggage.
97. Review the conference program in detail before your get there.
98. If you've attended this conference before, look at the business cards that you have received in the past and remember people's names.
99. If you see someone in the hotel elevator wearing the same conference tag, start a conversation with them.
100. Step out of your comfort zone.
101. Try to stay off your phone during breaks and instead use that time to meet people.
102. Make a great first impression with a professional, put-together outfit.
103. Arrive early to the conference to maximize your opportunities to meet people.
104. Determine why you're different from everyone else and market your unique abilities.
105. Don't sell or brag.
106. Find common ground with others at the conference.
107. Don't offer a business card for the sake of offering a business card
108. Make introductions to widen your circle of contacts.
109. Make everyone a part of the conversation

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110. Avoid “yes” or “no” questions – instead, ask open questions that require a more lengthy and personal response.
111. Don’t be intrusive or talk about your personal problems.
112. Have a firm, confident handshake.
113. Visit the conference website before you go to get a sense of the event schedule and opportunities to connect with potential networking contacts.
114. Update your resume or CV before you head to the conference.
115. Make sure to attend the opening session, as that’s where you can meet the most people at one time.
116. Attend workshop sessions of interest to your particular field.
117. Blog or tweet about the fact that you’re going to the conference before you go.
118. Set up any important appointments in advance with people you definitely want to meet with.
119. Talk to the people sitting next to you, don’t just sit in silence.
120. Blog about what you learned from the conference afterwards.

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