

NETWORKING – A SURVIVAL GUIDE FOR NERVOUS NETWORKERS

You are welcome to contact us on 1300 791 600 for further ideas and support in this area.

Action	Outcome	Person Responsible (Make sure you involve others, if possible)	To be done by (Date of next Networking event, if possible)
<p>Reassess your Unique Core Differentiators.</p> <p>Have a brainstorming session and write down the major benefits of your goods and services, from the customer’s point of view. Reassess your unique core differentiators.</p> <p>For help determining your UCD’s, ask your RAN ONE Advisor for a recording of the webinar on this topic.</p>	<p>You have a clearer idea of what makes your goods or services attractive.</p>	<p>You, your team and SYB</p>	
<p>Develop or refine your elevator speech. Practice it by yourself and modify it until it feels right. Then try it out on your team. Ask your Advisor how they think it encapsulates your business.</p> <p>When you’re happy with the result, start using it. Keep working at it until you have a version of the speech that really gets peoples’ interest.</p> <p>For help with your Elevator Speech, ask your RAN ONE Advisor for a recording of the webinar on this topic.</p>	<p>You have an elevator speech that sparks peoples’ interest.</p>	<p>You, your team and SYB</p>	
<p>Ask yourself what your goals are in participating in networking meetings so that you will pick groups that will help you get what you are looking for.</p>	<p>You have a clear understanding of the groups that might help you achieve your goals</p>	<p>You and SYB</p>	

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Break into new groups: <ul style="list-style-type: none"> - Visit as many groups as possible that spark your interest - Hold volunteer positions in organisations - Ask open-ended questions in networking conversations - Become known as a powerful resource for others - Have a clear understanding of what you do and why, for whom, and what makes your doing it special - Be able to articulate what you are looking for and how others may help you - Don't forget your business cards. - Call those you meet who may benefit from what you do and vice versa 	Get that post-event coffee, and start the mutually-beneficial business	You	
Follow-up every lead, tip or referral you are given. If you promise to deliver something, make sure you do it; whether that is a follow-up contact after the networking event or anything else. Referrals are based on trust, remember that when someone refers you they do so using their reputation - if you don't deliver to them then you cannot expect them to jeopardise their reputation for you.	You will build trust and in turn create lasting relationships.	You	
Ensure you schedule time for networking, follow up calls, emails, thank you cards, attending networking events. 15 minutes per day.	Time to build relationships.	You	
At your next networking event target 7 new contacts to meet using the strategies from the webinar.	You will start building powerful new relationships	You	