**Top Tips for Successful Networking**

**1. Prepare!**

* Business cards or leaflets with your contact details handy to give to those who are interested in your services.
* Ask for a list of attendees before the meeting and note likely prospects.
* 60-second presentation of the benefits of your services – you may be invited to speak briefly.

**2. Use the Organiser**

* Find the key organiser and introduce yourself. Ask for introductions to people who might become your new customers

**3. Ask and listen; don’t just sell**

* Ask questions of your prospect to get a conversation flowing and to learn how you could provide services
* Stress the benefits of your services first – this is what people remember

**4. Use your Business Cards**

* Exchange cards if appropriate and make notes of your conversation; you will need them for follow up

**5. Circulate!**

* Do not stay too long with anyone new contact unless there are compelling reasons to do so; move on to others and introduce yourself in order to make the most of the time available

**6. Follow up as soon as possible**

* People have short memories and the best time to remind them of the conversation with you is the next day or very soon thereafter
* Send them something specific to their circumstances and if appropriate, offer to meet again to discuss their needs on-site