

CORPORATED MANAGEMENT / HUMAN RESOURCES

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8 TIPS FOR SUCCESSFUL BUSINESS NETWORKING

STEPS

1 Do your homework - You will find that it is very important to introduce yourself and your business to other business owners. Research and find out who the businesses are that you need to work with from time to time. Once you get to know who the contact people are, and a little about the business, go over to phone them, and introduce yourself and your business.

2 Look professional - Networking effectively is about making a good first impression so that people will want to stay in contact with you. Dress well, look sharp and conduct yourself respectfully. Present yourself as someone appealing and worth getting to know.

3 Be prepared - Have a business card printed - name, address, contact details, a summary of your business, and any other relevant info. Make sure you always have enough to hand out. Prepare a spiel, a few sentences that best summarise your business in a positive light. Don't use this as an

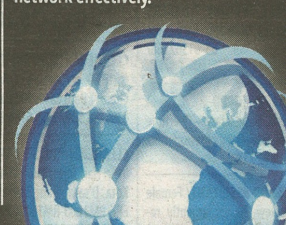
LEARNING how to network effectively can be beneficial if you are looking for a job, starting a business, or trying to attract new clients for an existing business.

It is important to get the most out of your networking efforts, and make people react to you positively. By communicating well, you are ensuring the other person understands you, and you understand them.

Networking is a process that involves activities and skills that

can be learned and mastered. It is a skill that plays an important part in our life, to establish a good relationship with others.

Below are some tips on how to network effectively.



7 Invite Others Out - Going out for lunch, drinks, or coffee is usually good for catching up casually. You can also invite people to do things which are related to your interests. The objective is to establish a connection beyond your initial meeting. Preferably, this should be one-on-one.

8 Follow-up - Post-networking is almost as important as making the contact in the first place. Remember to follow up with an email at the very least. To make these new contacts into life-long contacts, consider dropping them a telephone call, or connect with them on a professional networking site like 'Linked-In' etc.

Mastering the art of effective networking, like any other business activity, requires time, focus, and attention. In the end, the dividends pays off and is worth the time it takes to cultivate them. Master the above tips, and you will be amply rewarded with business networking success.

4 Be bold - When you are at a networking event, don't be shy and stand in a corner waiting for people you know. The nature of networking requires you to go beyond your comfort zone and talk to new people. Remember why you are there, start getting to know more people. Most likely, they also have a level of discomfort and will appreciate you striking up a conversation.

5 Be interesting - Most people are in the same position as you and will be receptive to any conversation. Start a conversation with confidence and be interested, which makes you interesting. Win people over with your interest and enthusiasm on the topic of conversation.

6 Be helpful - People are naturally drawn to helpful people. Offer advice only if asked, and only if you are qualified to do so. Provide helpful contacts, info, and leads etc. as they say,