

alfran uk Limited

developing international markets

BUSINESS NETWORKING

This two day interactive course gives you practical advice on the most useful techniques to get the most out of networks to generate leads, win business, develop your knowledge base, use others as a resource to get things done and advance your career. Delegate pack will include course notes, networking etiquette, case studies

Who should attend

- This two-day training course will benefit anyone who needs to expand their network to manage their career more effectively or who recognises the value of developing new contacts as part of their personal development but doesn't know how to do this systematically.

Objectives

- To provide participants with the insight and skills to be more effective networkers
- To provide greater understanding of the dynamics of communication specific to networking
- To help people become more confident and assured
- To give people improved influencing skills especially with people who are experts and in positions of authority
- To enable people to sell themselves and promote their company.

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| The whys and wherefores of good networking | <ul style="list-style-type: none"> • Achieving results and escalating your career through networking • The philosophy which makes networking work • What gets in the way • The value of formal and informal networks • Networks you are missing out on • Key networking principles |
| Developing the networking mindset | <ul style="list-style-type: none"> • Getting into a positive frame of mind and getting rid of any negative associations with networking • Making an impact when meeting people |
| Communication Dynamics | <ul style="list-style-type: none"> • How communication works • Face-to-face communication • Good or bad communication |
| Power of the Listener | <ul style="list-style-type: none"> • How body language can communicate more than words during face-to-face communication |
| Meeting and Greeting | <ul style="list-style-type: none"> • How to make the first move and ensure that you get that business card • How to honour your own style • Avoiding the humiliation factor • Physical boundaries, how they work and how knowing that can make the process far more fluid and less awkward |
| Status | <ul style="list-style-type: none"> • Gaining confidence • Effective influencing • Feeling and behaving more assertively • Communicating upwards • Not being manipulated • Setting clear boundaries for others |
| Working to Strengths | <ul style="list-style-type: none"> • It's You They 'Buy' • 30 Second Influencer • Rehearsals |
| Getting the most from your networks | <ul style="list-style-type: none"> • What to focus on to get noticed and to get on • Mapping your network • Key considerations in developing a plan to target people • Using your networks to achieve your goals |

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| Networking internally | <ul style="list-style-type: none"> • Getting access to people who have what you want • Using other people's networks to expand your own • Getting the most out of your contact time with others – on the phone or face-to-face • Ways to help others who have helped you |
| Networking externally | <ul style="list-style-type: none"> • Evaluate which networks are worthwhile • Five key actions you must do before an event to get the most from it |
| Following up – making the strategy work | <ul style="list-style-type: none"> • Keeping in contact without being pushy • Remembering who people are and what you promised • The value of giving without wanting anything in return |