

NETWORKING SKILLS

COURSE CONTENT OVERVIEW

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Networking is often seen as a daunting part of business and, as a result, many people avoid it completely - but this need not be the case. This Networking Skills course has been designed to help learners understand the basics of successful networking and will help you learn why networking is so important and how it can be lucrative for your business.

The course will provide you with the knowledge you need to improve your confidence, prepare for a networking event, hold a conversation and maintain a network of mutually beneficial contacts. Once put into practice, these new skills will assist you in approaching new people with ease.

Module One: Introduction to Networking

This module explains the purpose of networking and how often it should be done and outlines the key skills you need to possess in order to network effectively. The module also looks at some of the common pitfalls of networking to help you understand what to avoid.

- What is networking?
- The aims of networking
- Key traits of successful networkers
- Common networking pitfalls
- How often should I network?
- Types of networks

Module Two: Preparing to Network

This module outlines the steps to take when preparing for a networking event, including how to determine your networking aim and who you need to speak to, plus how social media can be used to your advantage. The module also looks at how to prepare yourself physically and mentally for a networking event and how to design a great business card.

- Determining your aim
- Determining who will help you meet your aim
- Social media
- Researching events
- Preparing yourself to network
- What to wear
- Overcoming shyness
- Business cards

Module Three: Starting, Carrying and Ending a Conversation

This module provides tips for creating a good first impression, approaching people and introducing yourself at a networking event. The module looks at how to design an elevator pitch and gives you the knowledge you need to maintain a conversation, show interest and remember people's names.

- First impressions
- Approaching people
- Introducing yourself
- The elevator pitch
- Maintaining a conversation
- Body language
- Choosing your words carefully

- Asking questions
- Listening skills
- How to remember names
- Leaving a conversation

Module Four: Following Up Connections

This module looks at what to do once a networking event is over, explaining how you can keep track of your new business connections and why it's essential to follow up with people sooner rather than later. This module also outlines how to maintain relationships and details when it may be time to end them.

- Gaining follow up commitment
- Contact databases
- How to follow up with connections
- Maintaining contact
- Social media
- Re-approaching connections
- Removing connections

Aims of the Training

By the end of this course learners will:

- Be aware of the key traits of a successful networker and understand the pitfalls to avoid.
- Know how often to network in order to build a robust network and maintain useful relationships.
- Understand how to determine a networking aim, research events and choose who to talk to.
- Know how to prepare physically and mentally for an upcoming networking event.
- Know how to approach people, introduce yourself and start a conversation with confidence.
- Know how to keep a conversation going and bring it to an end.
- Understand the importance of listening skills, body language and asking questions.
- Know how to use and store business cards effectively.
- Know how to follow up, maintain contact with and re-approach existing network connections.
- Understand how social media can help you to network successfully.