

The Art of Networking...For People Who Hate it

1. Value of Networking:

- In-person meetings generate an average of 13.36 ideas
- 68% of entry level professionals prefer it
- Every \$1 in travel = \$12.50 in value
- Close rate is 40%

2. Basics for Overcoming Challenges:

- **GO TO THE EVENT!**
- Have an opening inquiry
- Be sincerely interested
- Make a friend – not a sale
- Gracefully extract yourself
- Follow up

3. Prepare some opening inquiries:

- How do you know the host?
- Have you been to this event before?
- How long have you been part of this organization?
- Have you tried the appetizer/meal?
- I have been so buried with work lately – anything newsworthy happening in the world today?
- Are you from Oklahoma?
- Noticed your lapel pin, what does it represent?

4. Key Pointers: Net-WORK-ing

- *Eating* It's not the purpose.
- *Drinking* It's not the purpose.
- *Smiling* The ultimate magnet.
- *Etiquette* It matters.

5. Graceful Exits:

- Enjoyed meeting you. Promised myself I'd circulate. Enjoy the event!
- Will you please excuse me? I need to freshen up.
- Nice chatting with you – do you have a card?
- Don't want to monopolize your time...am sure you want to chat with others...
- Thanks so much for our visit!

6. Connect:

- Follow up in two days
- Personalize – handwritten note is memorable
- Be useful – provide information
- Keep in touch – a couple of times a year
- Don't be a pest