

SIXTY SECOND BUSINESS COACH November 2009

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Effective Networking

Is about giving your business an advantage

...by actively building connections, and appreciating how these connections can enhance your own business and assist others.

The Four Foundations of Effective Networking are:

1. Be proactive (Be a Host, not a Guest)
2. Learn about others (Gain insight that can enhance your business)
3. Communicate effectively (Build Trust and Share ideas)
4. Take the chance to give (Give and you will Gain..respect, new ideas, referrals)

Ten Tip and Tactics for Effective Networking

- Define your objective
- Be Strategic
- Prepare an 'elevator speech'
- Bring lots of business cards
- Be Visible and Approachable
- Be a great listener and try to help
- Get contact details of people who will benefit from your business
- Make a commitment
- Follow up
- Join a business networking group

Networking is an important business development activity for any small business. Effective networking should be seen as an opportunity to learn, gain local knowledge, get support, share ideas and increase business activity.