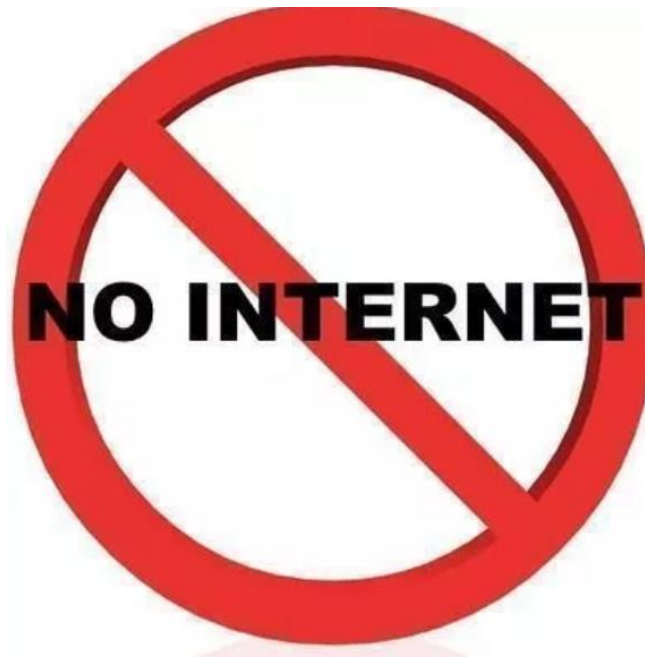


How to stand out from the crowd to become a more effective and confident networker



Just Imagine a time....



My 54 year Career

1964 -2000 Chartered Accountant in Practice.



2000 - today

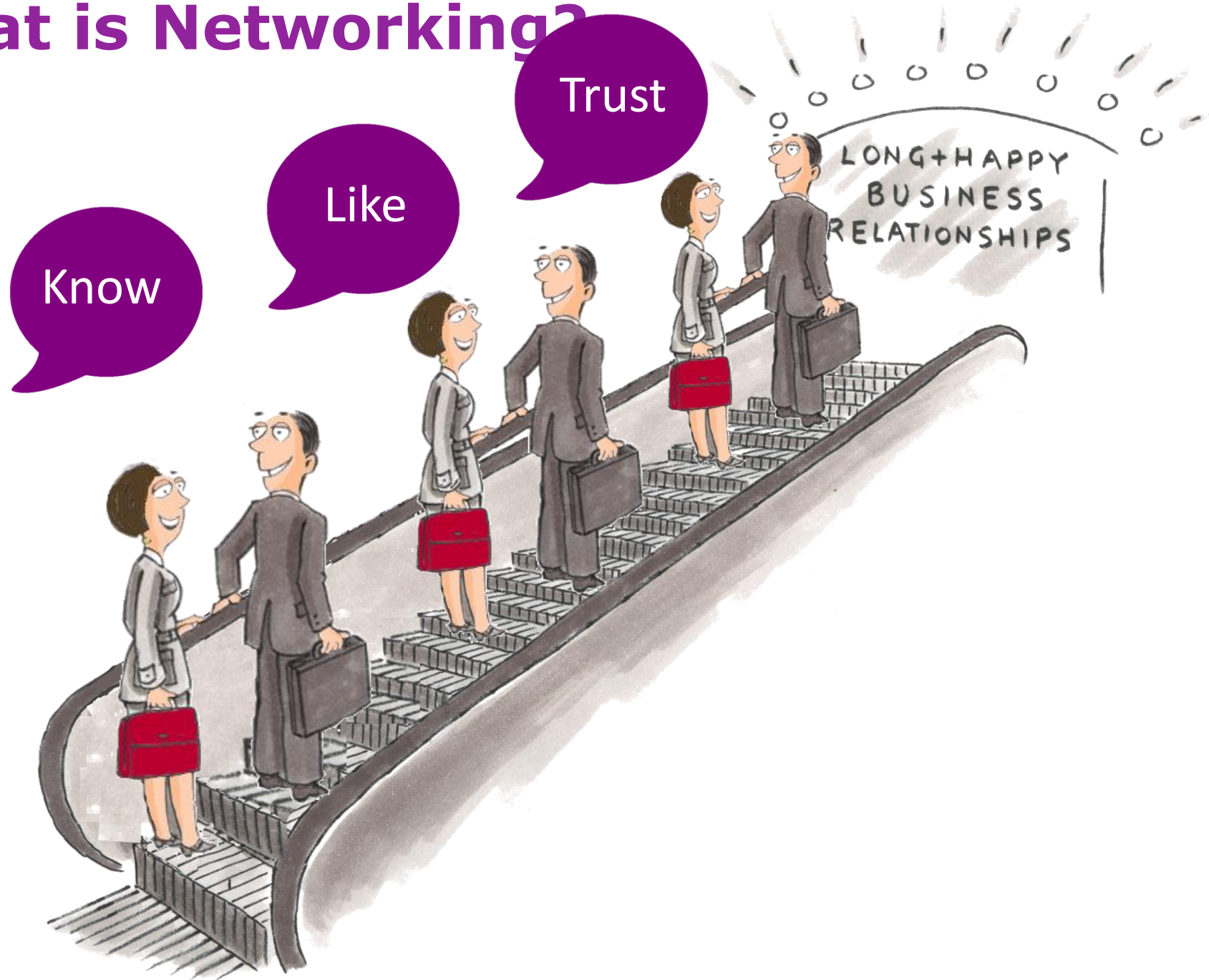
**Developing
the
networking
skills of my
clients**



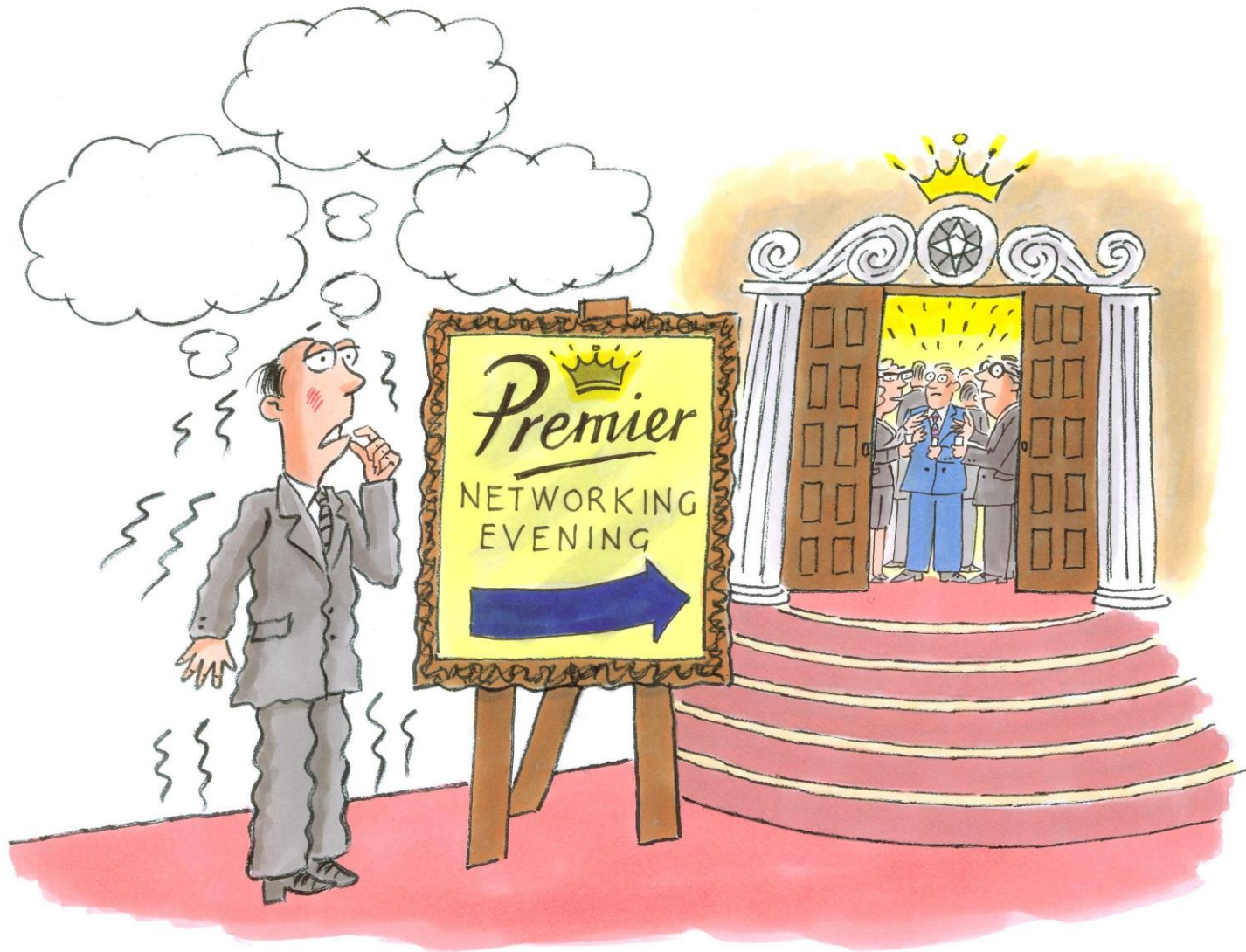
“What is networking?”



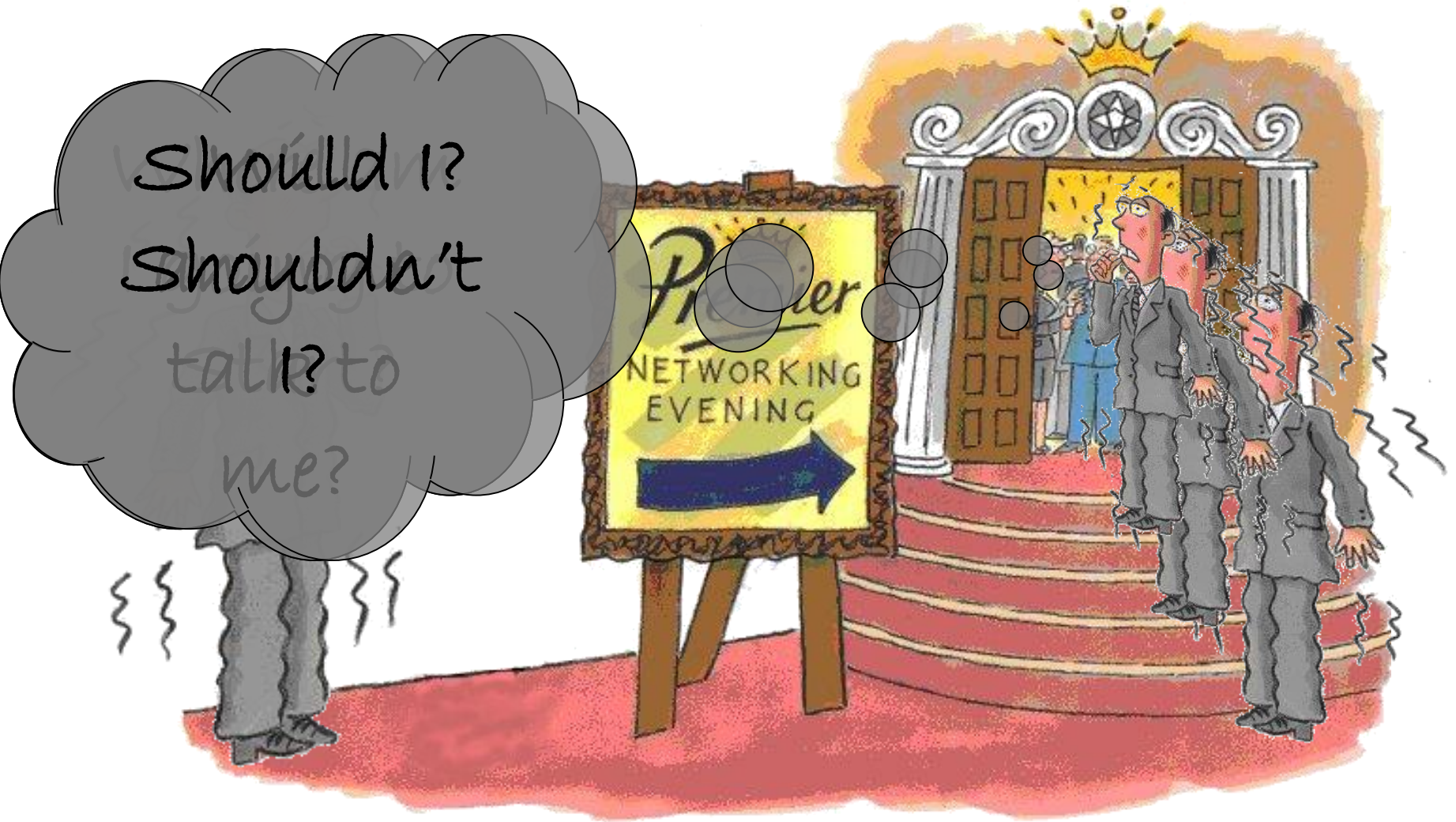
What is Networking?



Our fears and concerns

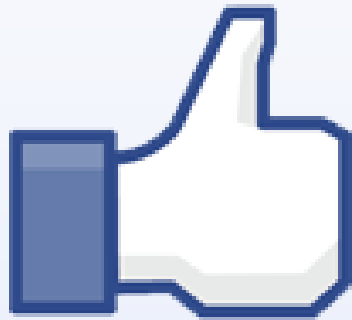


Three Fundamental Fears



1. Fear of Rejection

**“What must you do to get people
to like you?”**



Like

My top
10

Getting people to like us...

Be a friend
Be a fan
Be a follower
ASK about
something
you're really
interested in
ask me
anything

Critical First Impressions



How to build Trust

Be reliable

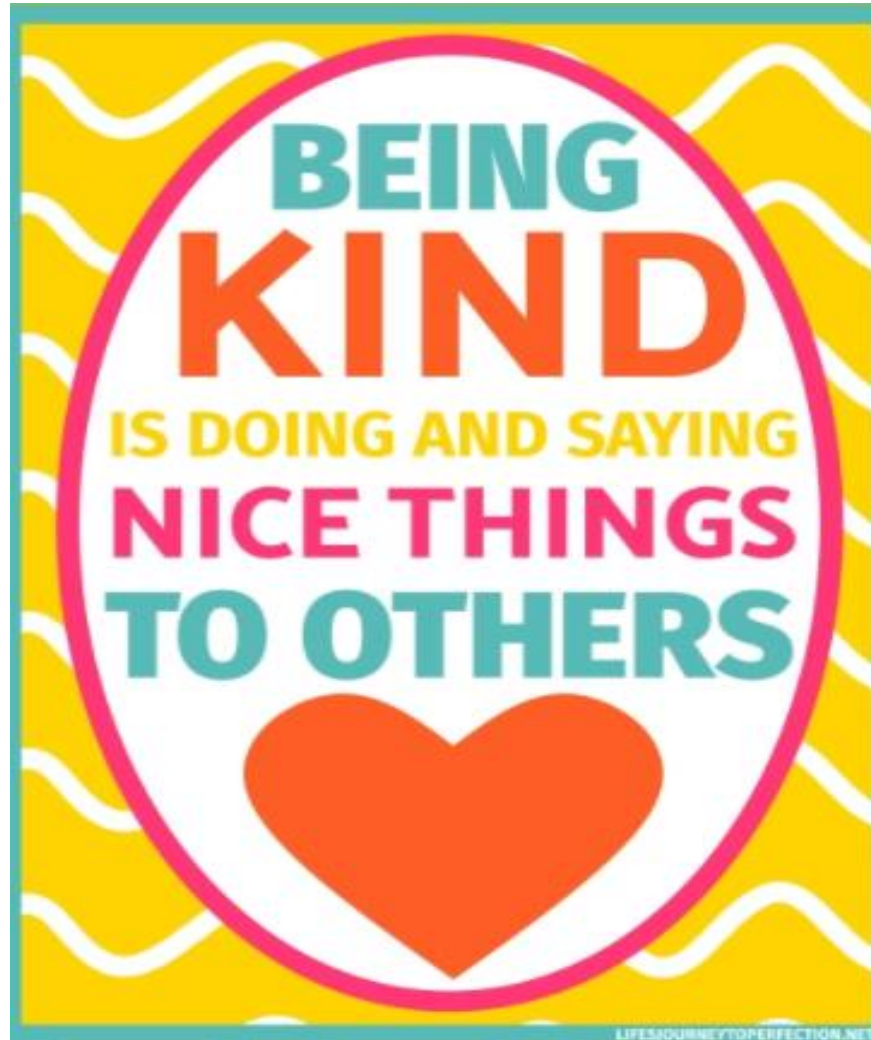
- Do what you say you're going to do
- Do it when you say you're going to do it.



“Hello. What do you do?”



1st principle of Networking



That 'scary' Room



Mental preparation

*I'm a nice
person...*

*I'm as good
as anyone
else here*

*I'm going to
spend more time
being interested...*

*I'm going to have
a
good time!*

*Yes, I'm a
little nervous
but...*

*I'm going to be
friendly*

*I'm kind,
generous
and sharing...*

*I'm looking for
the "ahaa"
moment...*



The Power of the Question

Look
= and =
Listen

Questioning... the basics



Open and closed
questions

**When you don't know how to answer
Here he is.....**



Tell

Explain

Describe



4 Areas of questions

? ICE BREAKER QUESTIONS ?

small

talk

ANSWERS
Questions
BUSINESS

The Best Follow Up
Questions

Icebreakers = Things in Common

Hosts

Travelled
from
somewhere



Why are you
here?

The Venue

The Small Talk





Asking Business Questions. Their business history



My suggestions



"What made you attend this event?"



"So, what do you do when you're not working?"



"How did you get started in that business?"



"How do you feel about me calling you next week?"

How to be in command and control



**You will never
see more than
6 types of
group (6)**

Individuals

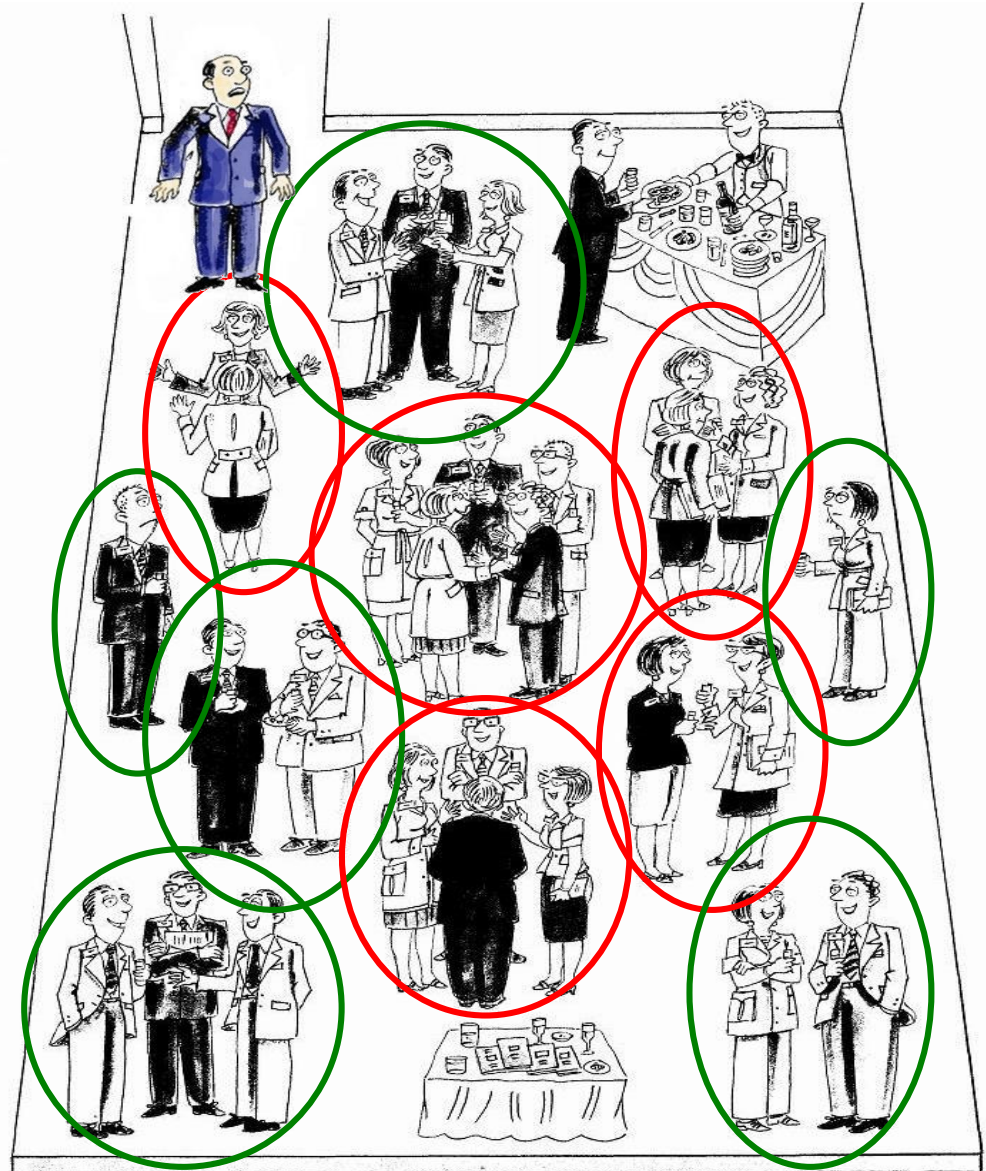
Open Couples

Closed Couples

Open Threes

Closed Threes

Bigger Groups



You will never see more than 6 types of group (6)

Individuals

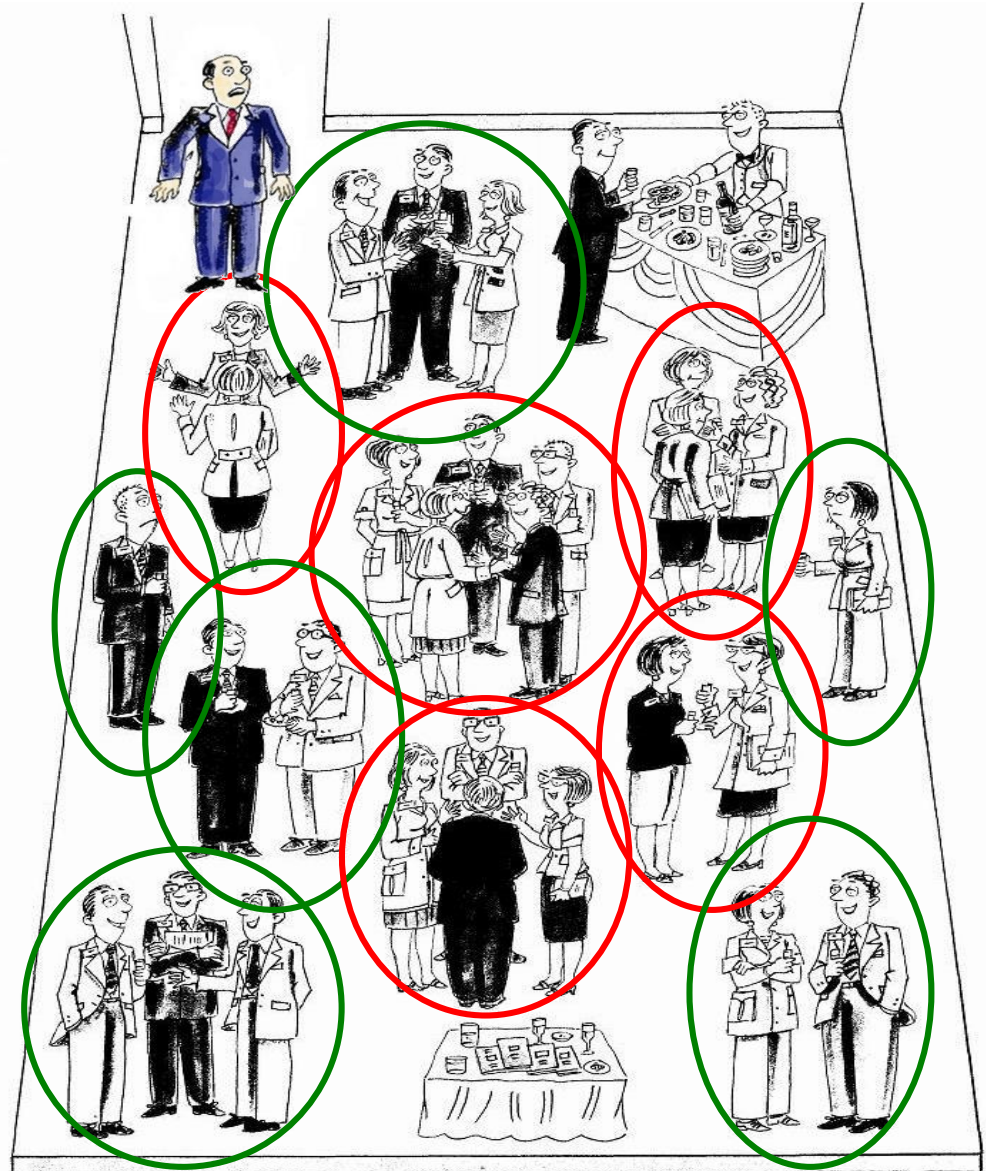
Open Couples

Closed Couples

Open Threes

Closed Threes

Bigger Groups





**Much easier to approach the
person on their own**

Couples



Closed



Open

Open and closed trios



**Approach open groups
rather than closed**

Joining Groups



Bigger Groups

**“Is there
someone
there you
know?”**



The Hanger-On!



Moving on from the Individual



- Don't just walk off –the dump
- Offer them an option –the park
- Hunt in pairs as a last resort

Think "Host"

Make valuable introductions



Rude People

Move on
politely

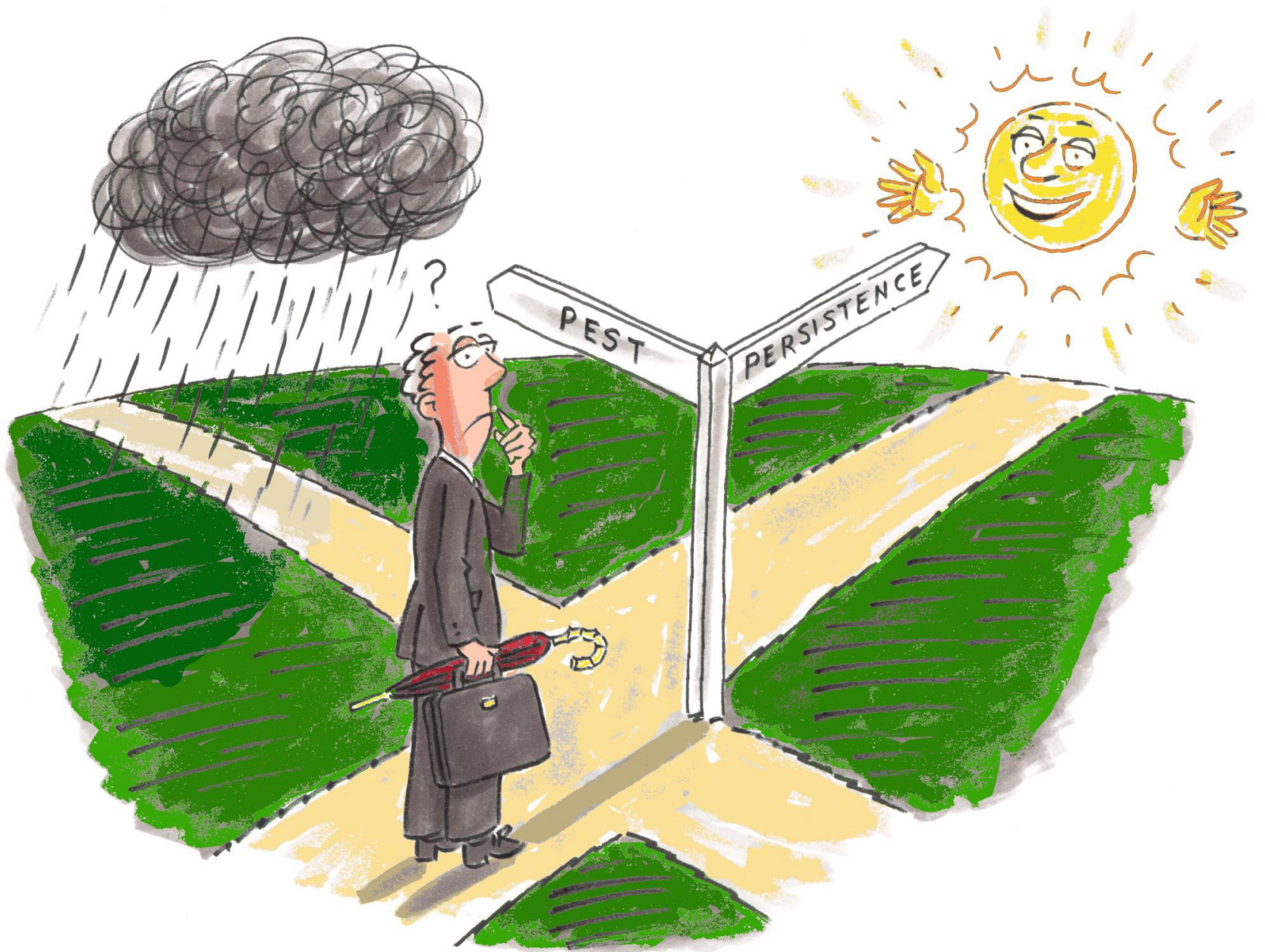
Don't give them
a second
thought – just
move on

You would not
like to do
business with
rude people
anyway!



Do not let
them upset
you

The Follow Up



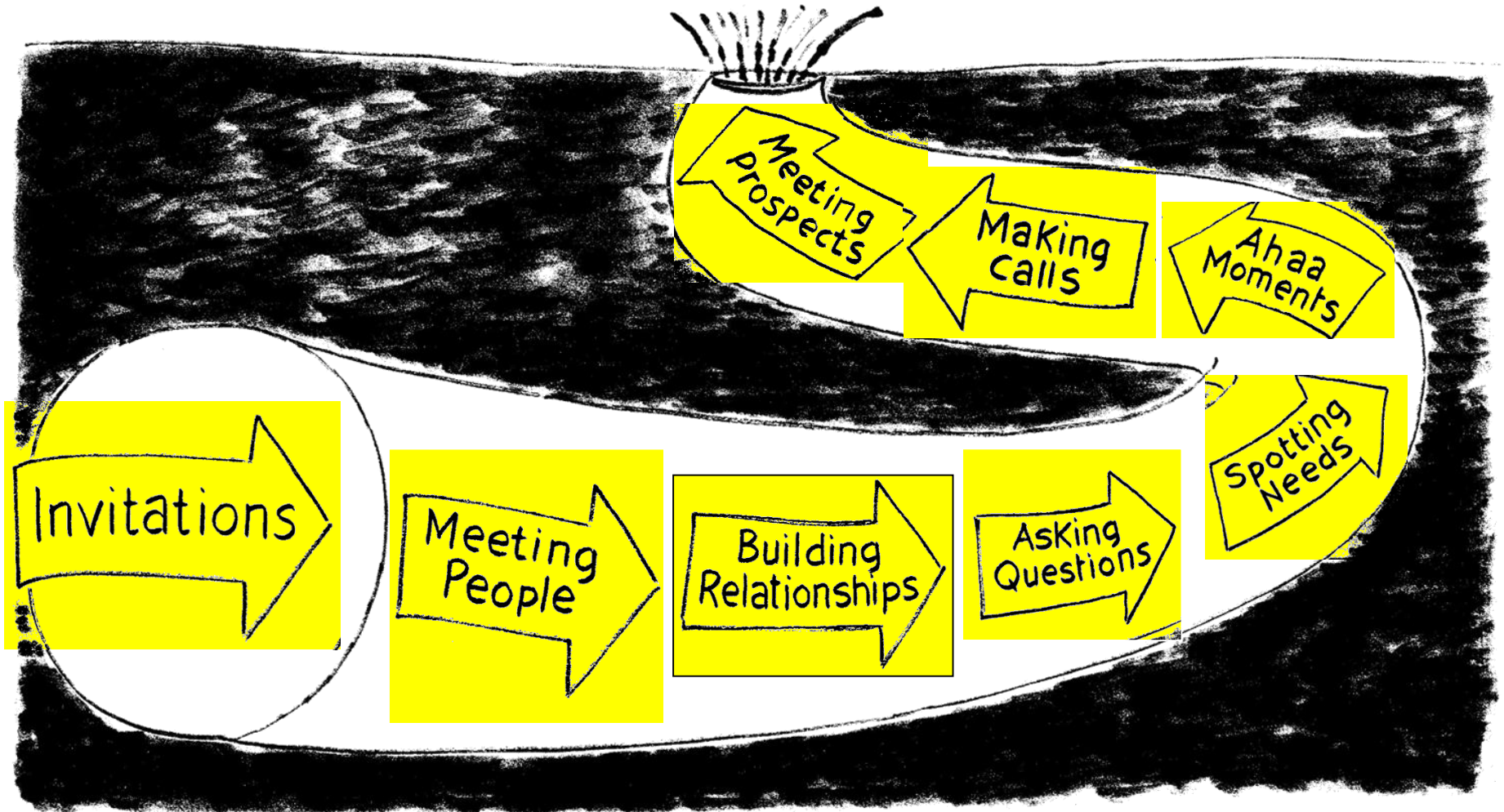
PICK UP THAT PHONE!



Remember you are a



The Kintish Networking Process



In Summary....

“Let the other person do most of the talking. Be a good listener and encourage others to talk about themselves”

Dale Carnegie



Join me on LinkedIn....



Will Kintish  

Business Networking Skills Training and LinkedIn Trainer
Manchester, United Kingdom | Professional Training & Coaching

Current e-Kintish
Previous Baker Tilly, Dale Carnegie Training, Gruber Levinson Franks
Education Bury Grammar School

[Improve your profile](#) [Edit](#) 

500+
connections

 uk.linkedin.com/in/willkintish/  [Contact Info](#)

...but please send me a
personal invitation



Promotional slide coming up!

I share my knowledge 3 ways

1. Conference Speaking

2. Public courses

3. In-house tailor-made workshops

**Thank you for
your time**

**Your turn
now to
practise ...**

**..for the rest
of your life**

