

## **Professional Networking at Seminars**

### **Course ref: TS4**

#### **Course aims:**

- to identify the best networking techniques in different situations
- To develop delegates' skills in networking and working the room
- To help delegates deal with nerves in social situations
- To enable delegates to use networking efficiently to win more business

#### **Benefits of attending:**

- High quality training by experienced sales professional
- Practical exercises to support the learning process
- Training can be geared to your individual organisation's situation

#### **Outline of programme:**

As more business is agreed as a result of personal contact, especially in the professions and services, social and influencing skills are becoming more important at all levels. This workshop helps delegates to learn the techniques of networking and working the room, aimed at generating increased business. These include:

- How to plan networking objectives
- How to present themselves in a positive, professional manner
- Ways to improve their sociability in less formal business situations
- How to improve listening skills
- The keys to good preparation
- Effective questioning techniques
- How to introduce themselves/other people
- How to recognise and use body language without feeling silly
- Tips and hints on working the room
- Ways to escape from the inevitable "bores"
- How to evaluate key points against objectives

#### **Duration:**

This course normally operates as a 1 day course, depending on the depth required and issues which need to be covered. It can also be run as part of a series, together with Selling for Success, Advanced Selling Skills, Negotiating to Win, Telesales, and Marketing for Success.