

NETWORKING SKILLS FOR BUSINESS DEVELOPMENT

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Duration: 1 Day
Cost: £275 + VAT

Most people these days have to attend some form of networking event as part of their regular daily business life.

However, there are a number of pitfalls, frustrations and embarrassments that can happen when networking.

This workshop sets out some simple guidelines, explores some natural inclinations as well as looking at organisations and event management.

As a result of this programme, individuals will be able to:

- understand the value of an effective network
- develop the interpersonal skills essential for creating networks
- appreciate and understand a little more about people and personalities, including their own
- understand how to have mutually rewarding networking events from prospective clients' and the firms' point of view
- explore the importance of room layout and dynamics
- appreciate the importance of follow up and review

COURSE CONTENT

- reflect on your current network
 - who is in it and are there enough high profile connections
- understanding networking behaviours
 - people and personalities
 - communication and body language
 - conversation techniques, group etiquette, wall-flouring, hogging and butterfly flying
 - understand the mistakes that networkers make
- improving your skills
 - skills of the best networkers - top tips that work
 - how they do it
 - use body language to build rapport
 - listen to learn, how to bring the conversation around



- practice ways of getting key messages across
- meet, greet and move smoothly on
- follow up and questions
 - review contact information and follow up moments
 - essential skills for preparation, execution and follow up
 - building for the next event
 - personal development plans

TUTOR/S

Ian Mackay is an experienced trainer, consultant, project manager, executive coach and workflow organiser. He has been leading training courses and workshops since 1990 and has been based in London for the last 8 years.

He has been researching "personal productivity" ideas passionately for the last 18 years and this workshop features the fifth generation of development in personal productivity systems.

Everything that he teaches in the course has been thoroughly tried in practice and has been found to create enormous productivity improvements.

BRING THIS IN-HOUSE

- convenience and less disruption
- confidential and directly relevant
- value for money
- time savings
- freedom of expression
- better interaction and effective learning



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