



UNIVERSAL
SOLUTIONS 4 BUSINESS

Communication & Networking

Colin Foster

Universal Solutions 4 Business
Ltd

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The “Dark Art” of Networking

- Why Network... and when?
- What Networking is/is not
- New/hone existing skills
- Networking
- Networking
- Networking

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About us

- PC & Soft/Business skills training
- Network Franchisee training
- Network member training
- Serial Networker!

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Why network?

- To gain more business
- To gain useful contacts
- Help your business reduce costs
- Help your client's business
- Save YOU money, personally
- Gain new skills

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When do you network?

- “Events”
- Pub
- With friends
- Social events
- Remember...
 - You never know who you’re talking to!!

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What is networking?

- Building long term relationships
- Word of mouth referral
- Listening to other's needs
- Looking for solutions
- Opportunities for other contacts
- Cost effective advertising

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Networking is NOT

- Selling
- Cold calling
- A “quick fix”
- About Competing
- Business card farming

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Who are you?

- “Soundbite”/Elevator Pitch/60 Seconds
- Explain how you can help
 - Accountant
 - Solicitor
 - Trainer
- Leave space for question
 - “So how do you do that...?”

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The humble sandwich

- Same “top & tail”
- Different fillings
- Appetising
- Interesting
- Fulfilling
- Enjoyable



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How do I network?

- Set a target to achieve from event
- Talk to someone & ask what they do
- Icebreaker – common connection?
- “Smalltalk” is good!
- Ask for their business card (& read it!)
- Use their name
- Don't be afraid to move on

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What do I need?

- On the day
 - Business cards (lots!!)
 - Fine point indelible marker
 - Sense of humour!
- After the event
 - Business card reader
 - CRM database
 - Phone or email to follow up

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Some warnings

- Alcohol
- Appearance
- Ears & Mouth - 2:1 ratio
- Show interest
- Natural groups
- Avoid colleagues

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Networking Opportunities

- Business for Breakfast www.bforb.co.uk
- Tameside Business Network www.tamesidebusinessnetwork.com
- BNI www.bni-europe.com
- Simply Networking www.networking4business.com
- Chamber of commerce www.gmchamber.co.uk

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Other resources

- Kintish - www.kintish.co.uk
- Google – “Business Networking” 6m+
- CRM
 - ACT
 - Microsoft
 - free Outlook 2003/7 download
 - Excel/Access
 - Staples/stationery box for index cards

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Summary

- What is Networking?
- Why Network?
- How do I Network Effectively?
- Where can I Network?
- What do I need to Network?

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Any questions



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Contact Details

- Colin Foster
- Universal Solutions 4 Business Ltd
- www.us4b.co.uk
- colin@us4b.co.uk
- 0161 367 8999
- 07887 562563

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Universal Solutions 4 Business

- **Computer Skills Training**
 - Access, Excel, Outlook, PowerPoint, Publisher, Word, Sage & ACT!
- **Skills for Managers, Trainers and Presenters**
 - Including: Facilitation, Feedback, Meetings, Motivation, Presentation Skills, Team-Building & Development
- **Databases, Documents, Presentations & Spreadsheets**
 - Designed to your specification

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