



UNIVERSAL
SOLUTIONS 4 BUSINESS

Communication & Networking

Colin Foster

Universal Solutions 4 Business
Ltd

Training to your menu...not ours



The “Dark Art” of Networking

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

Training to your menu...not ours



About us

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

Training to your menu...not ours



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

Training to your menu...not ours



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

Training to your menu...not ours



Networking is NOT

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

Training to your menu...not ours



When do you network?

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

Training to your menu...not ours



How do I network?

- Set a target to achieve from event
- Talk to someone & ask what they do
- Icebreaker – common connection?
- Don't be afraid to move on

Training to your menu...not ours



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...?”

Training to your menu...not ours



Before the event

- Right frame of mind
- Everyone's there to network
- Plan to enjoy
- Business cards
- Pen
- On time
- Research the event before attending

Training to your menu...not ours



You're at the event...

- Making first contact
 - Look for the right groups to join
 - Singles, Open pairs or threesomes
- What do they do?
 - Ask for their business card (and read it!)
 - Pass yours if asked, don't thrust!
- Look at them, not over their shoulder
- Use their name

Training to your menu...not ours



So what do I say?

- Break the ice
 - "So Jeff, what do you do?"
 - "So Jeff, what brings you here today?"
- Show interest & find out more
 - So Jeff, how did you get into that business?
 - What challenges keep you up at night?
- Move on gracefully

Training to your menu...not ours



“So what do you do?”

- Your Name
- Your Company Name
- What you do: Products, Services, Promotions
- Why use you? Testimonials or Relevant Story...
- Ideal Referral... be specific Name companies or individuals!
- Your Name, Company & Memory Hook

Training to your menu...not ours



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

Training to your menu...not ours



Some warnings

- Alcohol
- Appearance
- Ears & Mouth - 2:1 ratio
- Show interest
- Natural groups
- Avoid colleagues
- Talk to strangers, not those you know

Training to your menu...not ours



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
- Do Business... www.do-business.co.uk
- New Mills School www.newmillsweb.co.uk
- High Peak Networking www.highpeaknetworking.co.uk
- Glossop Business Network www.glossopbusinessnetwork.co.uk
- Vision Buxton www.visionbuxton.co.uk

Training to your menu...not ours



Other resources

- Kintish - www.kintish.co.uk
- Google – “Business Networking” 12m+
- CRM
 - ACT
 - Microsoft
 - Outlook
 - Excel/Access
 - Staples/stationery box for index cards

Training to your menu...not ours



Summary

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

Training to your menu...not ours



Any questions



Training to your menu...not ours



Contact Details

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

Training to your menu...not ours



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

Training to your menu...not ours