



UNIVERSAL  
SOLUTIONS 4 BUSINESS

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# Communication & Networking

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Universal Solutions 4 Business  
Ltd

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# The “Dark Art” of Networking

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

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# About us

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

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# Why network?

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- 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?

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

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# What is networking?

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- 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

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

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# Who are you?

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

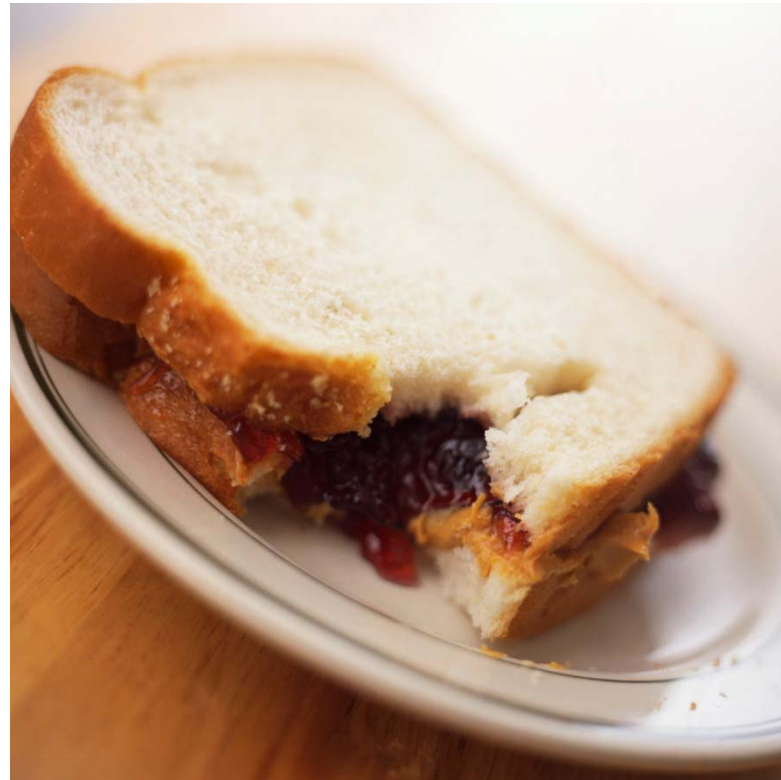
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# The humble sandwich

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



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# How do I network?

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- 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?

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- 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

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

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# Networking Opportunities

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- Business for Breakfast [www.bforb.co.uk](http://www.bforb.co.uk)
- Tameside Business Network [www.tamesidebusinessnetwork.com](http://www.tamesidebusinessnetwork.com)
- BNI [www.bni-europe.com](http://www.bni-europe.com)
- Simply Networking [www.networking4business.com](http://www.networking4business.com)
- Chamber of commerce [www.gmchamber.co.uk](http://www.gmchamber.co.uk)

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# Other resources

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- Kintish - [www.kintish.co.uk](http://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

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- 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

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# Universal Solutions 4 Business

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- **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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