



## **WOW Communications & Training**

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**For immediate release**

# **Networking ineffective if eyes glaze over**

Effective networking is an art that many business people have a misunderstanding about, says Lynda Kavanagh, president of WOW Communications and Training with offices in Calgary and Lethbridge.

Kavanagh, a self-proclaimed people-watcher, says that more than 70 percent of the people she sees at functions are networking incorrectly.

“It’s very interesting to sit back and observe. In networking, I usually see three techniques; one is where people try to tell others too much information about their business, often using jargon and terms that are not common language. This causes the eyes, of the receiver of the information, to glaze over - and a forced smile happens.

Another technique is when someone tries to “sell” people the product right there.

“Now, in my opinion, sales is where you identify someone who could use your product or service and then think about the benefits that the product or service can provide. But gosh, you’ve just met this person and you’re trying to sell to them without even knowing if they need your product. Yikes! That’s definitely not networking and that’s not even good sales.”

The result, says Kavanagh, is that the person being “sold” to tries to escape the networking sales person as soon as possible.

“I remember being at a function and a gal was telling me she designed clothing and started trying to sell me a skirt. She then dug into her purse and pulled out some cloth swatches to ask me what material I wanted my skirt to be. I had to get away fast because I was sure the measuring tape was coming out next.”

The “too-much information” and the “hard sell” are both examples of ineffective networking techniques. The best way to network, says Kavanagh, is to provide people some general information about your company so that they can store it in their brain and retrieve it at a later date.

And there lies the skill in Networking, says Kavanagh, developing that Networking intro that makes people **want** to remember you.

Effective Networking will be the topic of a three-hour morning workshop presented in Calgary by Kavanagh on Saturday, February 24.

“It used to be that people would politely listen to you for about 30 seconds before they’d tune you out. Now it is 10 seconds. During the workshop we will help people develop their ‘10-second commercial’, as well as offering tips for those who know they have to Network, but are terrified of walking into a room of strangers.”

Pricing for this Saturday morning workshop is \$129.95. Early birds registering before February 14 will have their names entered to win one of WOW Communications Audio CDs on Marketing, valued at \$25. This workshop may be of interest to entrepreneurs, managers, non-profit groups and professionals.

WOW Communications & Training Corp. has been providing marketing consultation and training services for over 13 years.

Anyone who is interested in more details on this workshop or to register online, can go to [www.wowcommunications.ca](http://www.wowcommunications.ca), enter the site and click on Training, then Next WOW Workshops or by calling WOW’s Calgary office at 403 515-0022.

For a sound byte of the workshop. [Click here](#).

*WOW – Charting your Future through Marketing, Branding and Training*