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Networking – What you say and how you say it - 3 hours

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Participant's profile:

- Start-up businesses need to realize that Networking is essential to get your name out there but... if you don't have an effective Networking statement people will run from you.

Learning Objectives:

- Networking is one of the most cost-effective ways for a person or business to market themselves. Many people approach Networking as a Sales opportunity and then can't figure out why people run away from them!
- Networking is not Sales and Sales is not Networking. Understanding the difference will produce effective marketing.

Participant's Value Received:

- For people who are not outgoing, the concept of Networking is scary. This session will help people to understand effective Networking techniques to make it FUN to Network.
- It works! Networking can be an effective Marketing tool if used properly. This session outlines the proper methods to Networking so you, and your company are remembered.

Outline:

1. Developing a Marketing Network.
 - *5 name exercise, and timeframe.*
2. Trust and balance.
3. The difference between Networking and Sales.
4. Networking is a people business.
5. What's your, or your company's Marketing Intro?
 - *Creating your 10 second commercial exercise*
6. The golden rule of Networking.
7. What Networking can do for you?
8. Three core concepts of Networking.
9. Top 10 Networking blunders.
10. Summary.
11. Networking Resources: Books & Web



"I really enjoyed the combination of lecture, exercises and discussion. I really enjoyed Lynda's energy and enthusiasm! Thank you."

- Julie Hiner, Calgary