

How to Work a Room ... Networking 101

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Here are suggestions for networking that I have suggested at some of my presentations and workshops.

- Know who's coming to the event, check the RSVP list (and their relationship with our company), and plan ahead of time who you want to meet.
- Practice your commercial and put it into play.
- Prepare several conversation starters – trivia and humor can work.
- Prepare small talk questions about family and work.
- Use FORM as a guide to ask open-ended questions.
 - F = Family
 - O = Occupation
 - R = Recreation
 - M = Message
- Keep your guest engaged with questions (have several planned ahead of the event).
- Always carry (and give out) your business cards.
- Wear your name tag on your right shoulder (make sure you dress appropriately to be able to wear it – especially important for female clothing).
- Dress professionally even if it's a holiday party.
- Make a point of introducing yourself to five people you do not know.
- Set a goal to get at least 10 business cards and write a thank you note to those individuals the next day, i.e., Thanks for coming. It was nice to meet you.
- Practice an effective close for your conversations.
- Offer a follow-up meeting and set up the next appointment.
- When you arrive immediately start talking with guests.
- Introduce yourself to as many guests as you can.
- Play the host and greet people at the door.
- Acknowledge a guest's business associate or spouse.
- Offer to buy a beverage for your guest and tell them the food that's available.
- Repeat your guest's name.
- Ask guests' opinions about things.
- Get guests to talk about themselves.
- Keep engaged in the conversation by nodding.

- Talk about how KP is helping similar businesses to their business.
- Thank guest for coming.
- Find a common interest.
- Compliment your guests.
- Keep your conversation light and cheerful.
- Focus the conversation on the guest, not you.
- Know when and how to move from one person to the next – truly work the room.
- Look for guests who are alone and approach them with a smile.
- Ask guest if h/she is alone at the event.
- Introduce guests to each other.
- Have small teams – pair up with your peers to meet guests.
- Introduce new KP employees to guests.
- Circulate against the flow of the room.
- Re-connect with guest you do know.
- Do less mingling with co-workers.
- If you see too many KP employees together, suggest they mingle with guests.
- Eat with guests not your co-workers.
- Invite other guests to your table and stand to introduce other people at your table.
- Look for an empty chair where guests are sitting and ask if you may join them.
- Give a firm handshake.
- Be natural and personable.
- Smile.
- Be observant.
- Soften your voice.
- Look your guest in their eyes.
- Be a good listener.
- Be approachable and open with your body language.
- Don't stand in the same place too long.
- Eat later.
- Don't drink too much.
- Turn off your Blackberry.