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**PROFITABLE NETWORKING**

# What are your networking goals?

- Without a goal .....
- Be realistic
- Set event targets for follow-ups
- Set annual targets for new business
- Set a budget!

# What can be achieved....

- Strategic alliances
- Referral partners
- Local PR
- Increased business opportunities

# Maximise your chances

- Visit the right networks
- Ask “WHAT”
- Take your Networking Toolkit
- Follow-Up!

# Make it easy from the start

- Arrive early – really early!
- Behave like a host
- Prepare and practice conversation starters
- Empathise
- Ask for introductions

# What can be achieved?

- Recognition with local businesses
- Lots of conversations
- And unless you follow up – that is it!

# Have a follow-up strategy

- Accountability builds credibility
- Follow-ups lead to relationships
- Without the follow-up we were just chatting

# The rest is down to business

- Under promise and over deliver
- Be a Connector
- Diarise your follow-ups
- Review your networking goals
- Learn from the best



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