

Ken Tudhope – Advantex Professional Services

Networkingnote.com

- Successful people have more friends.
- Relationships are social capital. It creates opportunities, access, information, ideas.
- Networking is NOT an event. Networking is connecting with other people. Three keys to networking: meet new people; give first; stay in touch.
- Networking can happen anywhere. It takes time. There are no short cuts.
- Meet new people
 - Join groups (local communities, work, toastmasters)
- Elevator speech:
 - Listen more, talk less
 - 10 seconds introduction instead of 30 seconds
 - Keep it short and unique
- You need to stay in touch. How?
 - Collect and maintain contact information
 - Send hand-written birthday cards, call people systematically
 - Maintain your own database contact in case social networks (Facebook, LinkedIn, etc...) go out of business
 - Acknowledge others
 - Be consistent and generous