



THE TAO OF NETWORKING: WHEN NETWORKING ISN'T WORKING FOR YOU!

9 MISTAKES TO AVOID & 26 NETWORKING TIPS FROM A TO Z



NETWORKING IS NOT about who collects the most business cards, attends the most events or has the largest database. True networking isn't about you. It's about both of you! It's about how you create win-wins with those you network with. Done well, you grow your business as you generate powerful referrals that develop into long-term relationships with clients, colleagues and others you're networked with.

The Net Effect...Business Growth



Grow your business through effective networking: with clients, colleagues and strangers you meet at conferences and conventions and wherever you gather! Build trust, confidence and visibility as a professional through focused networking in a conscious manner.

Learning Objectives

- ▶ Avoid the nine most common networking mistakes of the self-centered, insincere and out-of-integrity set;
- ▶ Leverage elevator speeches, tag lines and "success" stories to stand out from the crowd;
- ▶ Employ the power of inquiry: use key questions and compliments to draw out, qualify and warm others in conversation;
- ▶ Understand the Tao of Networking;
- ▶ Learn to speak the language of Benefits, Outcomes and Solutions (instead of Features).

How the Presentation is Delivered

This fast-paced session employs interactive interludes where participants incorporate just taught techniques as they network within the room! Using Craig's instructions, stories and live coaching, participants replicate skills taught on the spot as they network for success.

About Your Presenter

Craig Harrison has trained Chambers of Commerces, Convention and Visitors Bureaus, hospitality, sales and entrepreneurial organizations on effective networking techniques. A past president of the NATIONAL SPEAKERS ASSOCIATION'S Northern California chapter, Harrison has been profiled in the *Wall Street Journal*, interviewed by *BBC Radio* and published by the *San Francisco Chronicle* and numerous publications worldwide on various aspects of effective networking.



3151 Eton Avenue, Suite 102

Berkeley CA 94705

(510) 547-0664

Craig@ExpressionsOfExcellence.com

www.ExpressionsOfExcellence.com