



## **Networking Strategies Seminar**

**GOAL:** The goal of this 1.5 hour workshop is to build the skills and techniques necessary to gather contacts and opportunities at a business event or in a business setting.

### **BENEFITS OF NETWORKING STRATEGIES TRAINING:**

- How to quickly and concisely communicate your message
- How to collect contact information
- How to follow up with contacts
- How to gain respect as a networker
- How to give a referral

**HOW THE PROGRAM WORKS:** Through instruction, program trainers teach participants how networking is extremely effective for maintaining relationships with customers and gaining potential clients.

### **PROGRAM OUTLINE:**

- The benefits of networking
- The farming mentality
- Networking concerns
- Tools to work the room
- Elevator pitch
- Memory hooks

**METHODOLOGY:** Training sessions are comprised of lecture, group discussions, and demonstration of productivity enhancement tools. Workshop materials include lecture notes.