



Sales & Customer Service

The Art of Effective Networking

Summary

There's an old Chinese proverb, "A wise man knows everything, a shrewd man knows everyone." Effective networking is a powerful way to make connections with potential clients and ultimately build sales in your organization. So what is networking?

- It's the skill of making successful contacts
- It's getting known by people who can build your business or help you do your business
- It's turning strangers into customers and colleagues
- It's building a people resource bank that pays interest and dividends for a lifetime

This workshop looks at networking from three perspectives: networking outside of your organization to make new, profitable business contacts; networking within existing client companies to expand that business; and networking within your own company to build collaborative partnerships to ensure follow-through on the sales you make. This workshop also address such issues as working a room, obtaining referrals, identifying expanded client opportunities, running high payoff networking events, navigating internal politics, and getting real value from networking contacts.

Who Should Attend

This one-half day workshop is available for anyone involved in the sales function for your organization.