



Expand your network, **grow your business**

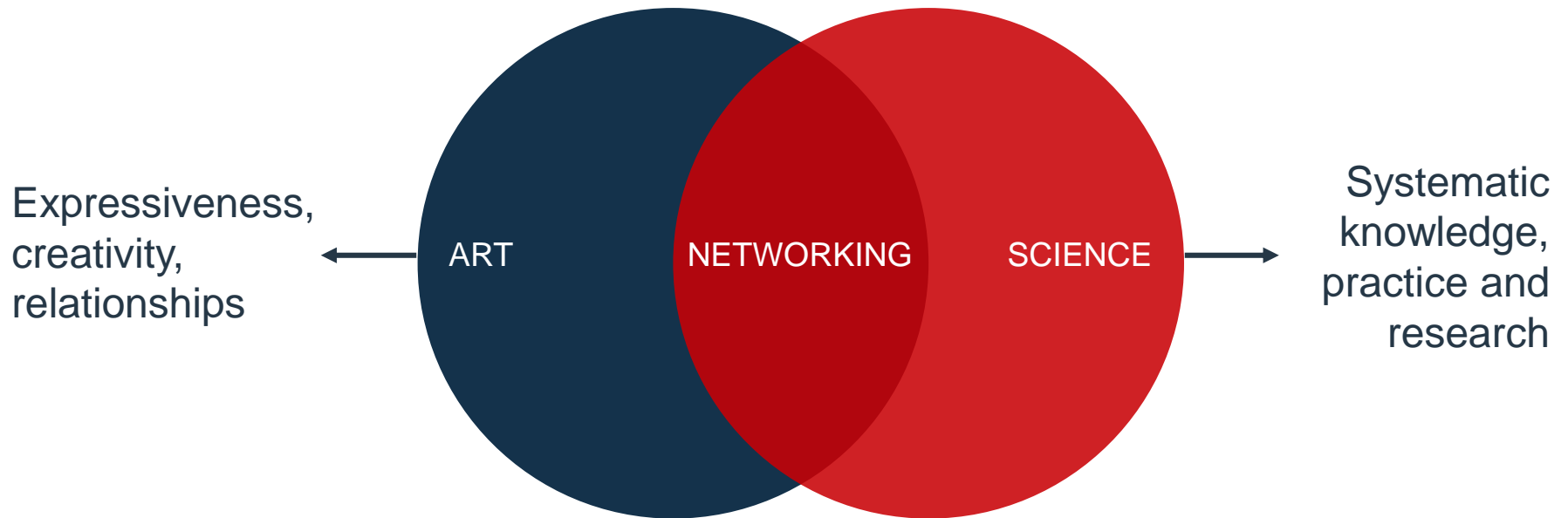
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Building Relationships for Success*)



What is networking?

For entrepreneurs, networking means **building** and **maintaining** relationships

Networking is a combination of art and science





Types of networking

There is more than one way and one place to network



→ Formal networking

(Conferences, meetings, etc.)

→ Informal networking

(Social situations)

→ Social media networking

(LinkedIn, Twitter, etc.)



Preparing your introduction

The ability to present yourself and your business clearly and succinctly is essential in networking

- Prepare an “**elevator pitch**” of your business in advance.
- **Practise** on friends and family and use their feedback to **adjust** your speech.
- **Test it** on someone who **does not know** your business to ensure they understand.



Preparing your introduction

Some key guidelines for your “elevator pitch”

- Keep it **simple, clear and concise**.
- Stand out from the crowd by highlighting **unique competitive differences**.
- **Put yourself in the listeners’ shoes** and account for their needs.
- **Adapt your speech** to the place and audience.
- Be ready to answer tough questions by **identifying potential objections**.



How to start a conversation

→ What business or industry are you in?

→ What do you enjoy most about it?

→ How did you get into it?

→ Who are you looking to connect with today?

→ Tell me about your ideal client and how I might recognize him/her.



How to start a conversation

→ What projects are you working on right now?

→ What is your biggest challenge these days?

→ What do you like most about what you do?

→ What type of clients are you looking for?

How to end a conversation



→ I've kept you long enough. I'm sure there are others here you want to meet.

→ I don't want to take up too much of your time. It was great to meet you.

→ Have you met...?

How to end a conversation



→ Who else have you met here tonight?

→ I'd like to continue this conversation. Why don't we grab a coffee sometime?



Following up

- If you don't follow up, **you might as well not have networked at all.**
- Focus on **what you can do** for others.
- **Be unique.** Stand out from the crowd.
- **Do what you said you would do.**



Thank you.



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