

Essential Business Networking Skills

Develop the Interpersonal Skills and Confidence to Build Valuable Professional Relationships



Course Book

Table of Contents

Introduction.....3

Module 1 - How Professional Networking Can Help You.....7

 Lesson 1: Why Network?8

 Lesson 2: Know Yourself.....9

Module 2 - Develop Your Professional Networking Skills.....10

 Lesson 1: Interpersonal Networking Skills.....11

 Lesson 2: Develop Your Confidence.....12

Module 3 - Plan and Follow-Up for Networking Success13

 Lesson 1: One-On-One Networking Meetings.....14

 Lesson 2: Group Networking Meetings.....15

 Lesson 3: Take Control of Your Networking16

 Lesson 4: Follow Up After Your Networking Meetings.....17

Module 4 - Next Steps.....18

Introduction

The overall objective of professional networking is to build relationships that can help you in your business and personal growth. That's why most small business owners put time and energy into networking. Invest now, and reap the rewards in the future.

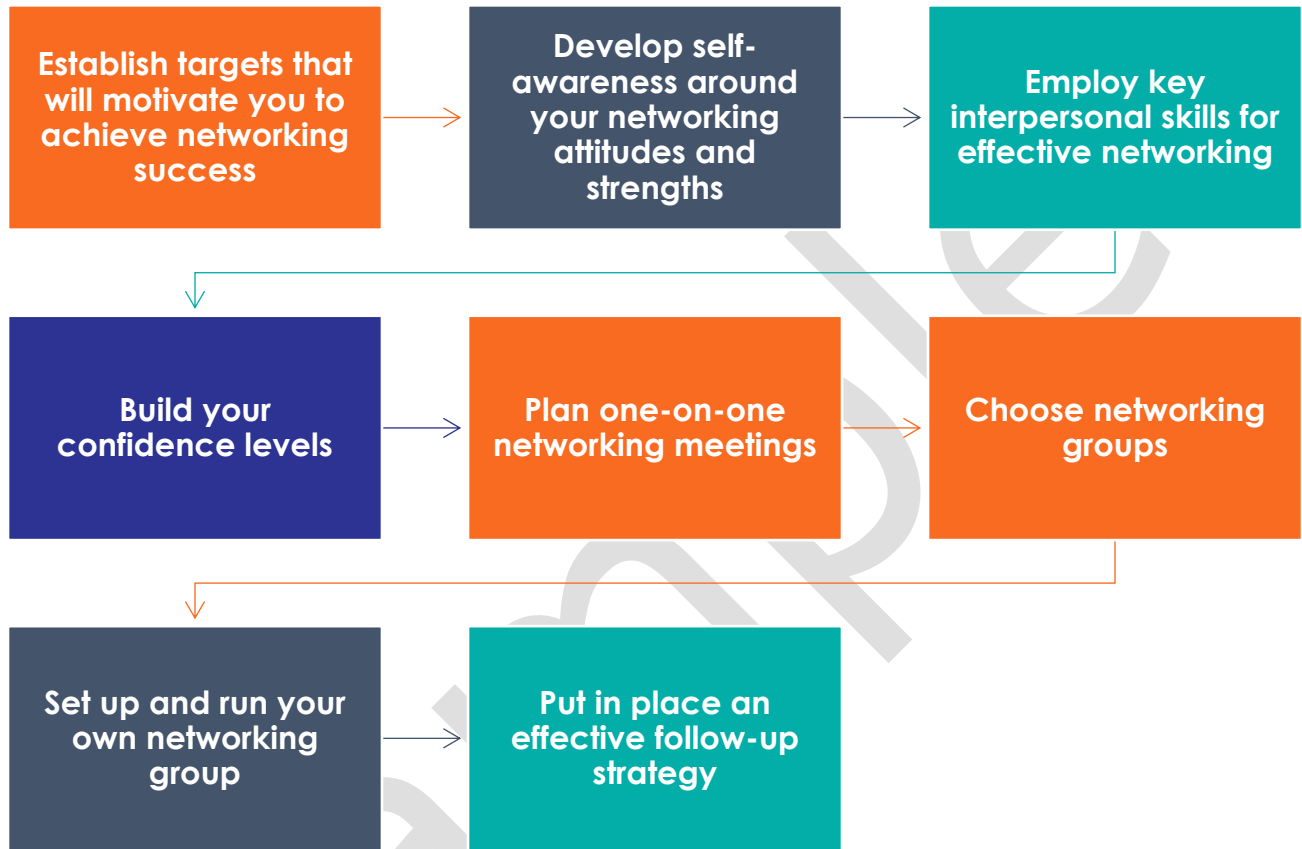
Modern trends in networking put the emphasis on helping others first. That means going into each interaction with a "What can I do for you?" mentality rather than a "What can you do for me?" one. Build your network by authentically helping others and it's likely they'll be happy to reciprocate when you reach out for help.

As an entrepreneur or small business owner, you already know how to build relationships. You have an existing level of skill when it comes to interacting with people. After all, you do it every day with your suppliers, customers, and teams. But perhaps you need to develop and sharpen these skills to take your networking to the next level.

You might also need a confidence boost. Not everyone is naturally outgoing and stimulated by meeting new people. For some, it's a real challenge to walk into a room full of strangers or log onto a networking site for an introductory meeting, even though they may have a range of useful skills to offer.

In this course, you'll discover the key to improving your professional networking capabilities. You'll learn the core interpersonal skills you need, along with practical ways to develop your confidence in networking situations. You'll leave the course with a plan in place, both for one-on-one meetings and group events, allowing you to get the most out of every networking opportunity. In this way, you'll build a network you can leverage for mutual gain and your business will benefit as a result.

Here is your roadmap through the course:



Learning Objectives:

By the time you complete this course, you'll be able to:

- Recognize the benefits of professional networking and establish targets and metrics that will motivate you to achieve networking success.
- Develop self-awareness around your networking attitudes and strengths, using these insights to improve your networking skills.

- Employ key interpersonal skills for effective networking that will foster engaging conversations that can lead to long-term, reciprocal relationships.
- Build your confidence levels so that you can introduce yourself in a way that sparks curiosity.
- Plan one-on-one networking meetings so that you both gain value from the interaction and start to build a relationship.
- Choose networking groups that will help cultivate mutually beneficial and productive relationships.
- Set up and run your own networking group to maximize your visibility and build your brand through networking.
- Put in place an effective follow-up strategy so that you get the best return on your investment in networking.
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course.

This course is broken down into 4 major modules and individual lessons to take you step-by-step through the ways you can improve your networking skills and build a network that you can leverage.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Sample

Module 1 - How Professional Networking Can Help You

We network every day, informally and quite naturally, through simple conversation and relationship-building. However, there are ways to increase networking opportunities to benefit your business and its growth.

In this first module, you'll discover why professional networking is critical to business success and how self-knowledge can improve your networking ability.

- **Lesson 1: Why Network?**
- **Lesson 2: Know Yourself**

ATTENTION:

This is only an excerpt from our full course **Essential Business Networking Skills**. The full, customizable course contains 4 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

Sample