

Networking Tips for Participants of Glasgow University's Professional Services Conference

People prefer to do business with those they KNOW, LIKE/get on with, TRUST

"To be interesting is to be interested"

"You must have a good time meeting people if you expect them to have a good time meeting you"

How to Win Friends and Influence People by Dale Carnegie

Dance the Dance

Preparation & Approaching a Group / Join the dance

- Goals? Declutter (leave the 'old coat' at the door). Positive mood.
- Observation – decided on 3 people / fairly relaxed looking?
- Approach – you should be standing in an open way, optimum distance and wait until you are invited in

Opening Gambit

- *May I join you?*
- *Hello, you look like a friendly group, may I introduce myself?*
- *Hello, I don't know anyone here, so I'm introducing myself to people*

The Dead Moment

- *You all seem to know each other...do you?*
- *Have you been to one of these events before? / Where in the University do you work?*
- *This looks like it will be an interesting evening/ I've hardly ever been to this building before*

Moving On

- *I've really enjoyed meeting you (again) but I mustn't take up all your time..see you again soon I hope.*
- *I must let you go now - I'm sure there are lots of people who want to talk to you - but it's been great meeting / catching up with you*

You + Names

- What's my line?:** Be able to tell people what you do, in one phrase, with no jargon. Intrigue them (so they want to ask more.)
- Offering your name:** Give it clearly and confidently
- Remember names:** Only try to remember first names / repeat all names after person has said their name / ask spelling of difficult names

Follow Up

- Establish a relationship *without expecting anything in return*. On that basis, take the initiative to maintain contact.
- Choose the most appropriate method to follow up, show interest and use a light touch