



Guiding you on your business adventures

The Art of Networking

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Seminar Agenda

- Introductions and seminar goals
- Who
- What
- Where & When
- Why
- How
- Questions and answers

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Introduction of Otter Ideas & Consulting

- Platypi Designs founded in October 2002
- Otter Ideas founded in September 2009
- Have been networking since coming to Guelph in 2003
- Known for our personal approach to business interactions with all current and prospective clients

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Seminar Goals

- Understand what networking is and isn't
- Explore the networking process
- Learn how to network effectively
- Provide useful tips and tricks
- Share resources for further study in the art of networking

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Who

Always know who you are networking with

- Target audience
 - Small/medium businesses
 - CEOs of larger firms
 - General public
 - Etc.
- Personality types
 - Outgoing, energetic
 - Thoughtful, reserved'
 - Etc.

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What

- What do they do?
- What is their corporate history?
- What is causing them pain?
- What do they need?

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It is about them!



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Where & When

Anywhere, anytime – within social norms

- Dog parks
- Golf tournaments
- Business functions – morning, noon and evening
- Volunteering
- Online

When around people, always be on!

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Why

- To help them
- To find out if you want to work with, collaborate with this person in the future
- To build up your credibility
- To build mutually serving business network
- To earn business down the road from them and/or who they know

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How

- Research and visit new events often
 - Business events
 - Community events
 - Sporting events
- Join and **get involved with** organizations that have your target market
- Volunteer (Time to Give Challenge)
- Social Media Marketing/Social Networking

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How cont'd

- Always have a custom name tag
 - Proper location of a name tag is _____
- Always have business cards on you
 - In pocket, name tag holder, car, all jackets you own, wallet, with other business associates
- Always have a pen to write down follow up notes
- Always have business cards on you of people to refer to most

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How cont'd

- Dress to suit the event
- Perfect your handshake
- Perfect your infomercial
- Be positive
- Smile, be inviting
- Challenge yourself
- Keep your stance open
- Don't flock to friends, don't let friends hide behind you

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How cont'd

- Ideal Network Process
- Introduction and handshake
 - Ask questions, make mental notes
 - Wait for the connection
 - If connected – trade business cards and ask to meet up to discuss items further
 - If not connected politely exit the conversation
 - Introduce to another networker and start over with someone else in the room
 - Make notes on back of card about event, comments they made, follow up necessary
 - Follow up, keep your promises

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Questions and answers

If you have any questions after this seminar, please
feel free to contact us at 519 823 9456 or
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