

Smart Networking Training Course

How to be more successful by tapping into the power of your network.

Result

At the end of the training course you will work more efficiently and with more fun. You will:

- Network with the right **attitude**
- **Reach your goals faster** and be able to perform your daily tasks more efficiently
- **Attract opportunities** with no extra effort
- **Feel more comfortable** at receptions and events
- Use the **tools** more efficiently
- If you are in sales: **receive introductions and referrals spontaneously** (in other words: less cold calls!)

A nice side effect is that the participants really get into networking and start to help each other. In the past **several sales, co-operations and other opportunities** were realised during the training course!

In practice

The training course is a mix of a **small theoretical frame with lots of practical exercises**. Interactivity is very important. We work with exercises, role playing, home assignments and personal coaching (on the spot, via e-mail and via an on-line forum).

The training course consists of 7 parts or steps. Every part lasts 3 hours.

Between two sessions the participants receive **assignments**. A (private) forum is foreseen to ease the communication between the participants and with the Networking Coach. This allows to discover the possibilities of the present technology and to bring networking immediately in practice.

Before the start of the training course your **networking type** is determined via an electronic questionnaire.

Target group

Every one who wants to deal with his/her network more aware, more efficiently and with more fun. The training course is suited for commercial and non-commercial profiles. Because we work with a personal action plan, neither previous expertise nor a specific background is required.

Number of participants

Because of the personal coaching and interactivity the number of participants is limited to **maximum 12 people**.

Contents

These are the topics of the training course:

Step 1: background and theoretical frame

- Definition of networking
- Why networking is now more important than before
- Benefits of networking
- Pitfalls of networking
- Different networking types
- Your networking ID
- The golden triangle of networking
- The 3 levels of networking

Step 2: networking is different for every person

- Differences
 - Selling versus networking
 - Introverts versus extraverts
 - Men versus women
 - Quality versus quantity
- What kind of network do YOU need?
 - Discover your values
 - Set your networking goals

Step 3: preparation

- Your present networks inside and outside your organisation
- Your network as catalyst to reach your goals
- 6 degrees of proximity
- Where to go to network
- Your profile
 - 50 words
 - Elevator Story (preparation)
 - What do you need
 - What do you have to offer

Step 4: networking skills

- Present your self (Elevator Story in practice)
- Interactive listening
- The best question in networking

Step 5: networking at a reception or an event

- Preparation
- On the spot
- Get rid of imaginary thresholds
- How to contact someone
- How to discover commonalities
- How to keep the conversation going
- How to end a conversation
- Etiquette
- When to exchange business cards

Step 6: follow up and tools

- Follow up
 - Frequency
 - Do's and don'ts
 - When to use which communication tools
- Tools
 - Extended features of MS Outlook
 - Plaxo
 - Business Card Reader
 - Online networking (LinkedIn, Ecademy, OpenBC, Ryze,...)
 - Blogs

Step 7: business referrals and memory training

- Business Referrals: whom to involve to exchange “leads” with (commercial and non-commercial)
- How to stimulate networking at your own events
- Memory training
 - How does the memory work
 - Several ways to memorize things
 - How to remember names
 - How to be remembered by others

What is the opinion of participants of previous training courses and workshops?

“Who needs networking?” was my first reaction when my attention was drawn to the Smart Networking training of the Networking Coach. But my prejudice turned out to be false. Quickly it became clear to me that **my own network would reveal its secrets more rapidly** if I invested more time in it. The **coaching, tips and tricks afterwards** helped me a lot to keep my focus.” *Jan De Vooght, Regional Manager North & West Africa – Siemens ICN Enterprise Networks (Telecom)*

“This training is a **very useful investment of your time** for two reasons: on the one hand the **fundamental insights in networking** are offered in a professional and original manner. The content is presented in an interactive and compelling way (this keeps hold of your attention, especially after a long working day). On the other hand, **networking opportunities are created and stimulated on the spot and have instant results!**” *Greet Pipijn, Managing Director, Emotionele Intelligentie Instituut (Training)*

“Networking, everybody does it, but only a **few do it in a professional way**. Jan gave me a totally new angle and a new attitude “**Sharing is growing**”. Result guaranteed, whatever function you have in an organisation.” *Jan De Boeck, purchaser Alcon and freelance trainer (Pharmaceutica)*

“Networking doesn’t have to be a heavy task if you try to establish contacts with the right attitude. I especially benefited from filling in the **personal action plan**. A second point is that the **e-mails after the course keep you awake** and don’t let you get sidetracked. Well done!” *Inge Dom, HR Business Partner Alcatel (Telecom)*

“This training **gave me a totally different point of view on networking** and what I thought it was. Being social and know lots of people is definitely not good networking! The examples from real life made this clear very quickly. Professional networking requires some effort in changing attitudes, but with the tips and tricks of the workshop this can **be immediately put into practice and with great results!**” *Michele De Saedeleer, ExxonMobil (Petro-Chemical)*

More information, white papers and articles on networking: www.networking-coach.com

Jan Vermeiren is the Networking Coach. He helps people and organisations to be more **successful**. He assists people in the field of **training and coaching in networking**, companies in the field of advice about how to stimulate networking at events.

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