

Professional Networking – rev. 9/1/2017

Professionals take responsibility for their own professional development

1. Why do I want to have a professional network?

- Job performance; advice, suggestions, market experience
- Career improvement – find a new job, career, opportunity
- Personal goal to develop and share my expertise

2. Who would I want to network with?

3. How do I network? Prepare & practice

- Consider it a Job – *start with a plan and be diligent*
- Contact data; business cards & contact apps

4. Initiate the conversation

- Eye contact, smile, be pleasant
- Make a Friend First; relax and enjoy the conversation
- Ask questions & tell about yourself
- Trade information & make a plan to stay in touch

5. Followup

- Set aside time to organize and follow up

6. Conversation starters

- My name is ..., I manage..., are you here for ISM program?
- Have you met..., do you know...?
- What programs, speakers, meetings, do you suggest?
- Have you heard this speaker? ...similar program?
- How did you get interested in {supply chain management, purchasing, etc.}
- What future career plans do you have? How do you plan to achieve? What challenges & expectations?
- May I add you to my network? Keep in touch? Can we chat about... sometime?

7. Panel questions:

- How did you overcome hesitation to initiate networking conversation?
- Best networking questions, comments?
- Most helpful share about yourself
- How do you decide who to stay in touch with?

8. Audience participation – Elevator speech – max 30 seconds

- Introduce yourself, buzzwords, memorable but not an oration
- Talk about what you do and who you are – **not** your labels
- Ask a question to generate interest and follow-up chat
- Critique each other – too long/short? Information enough/not? Interesting/not?

9. Resources

- www.accompany.com
- <http://www.mltweb.com/handouts/>
- <http://www.doostang.com/>
- <http://www.jobcase.com/jobs/>
- <https://www.beyond.com/>
- CamCard – business card scanner app
- QR code reader app
- http://expressionsofexcellence.com/sample_elevator.html

Be Memorable through Sincerity

The best way to be memorable is to show a sincere interest in the people you're meeting. Listen to what they tell you, and ask them questions about themselves. Also, if you have the opportunity to pay them a genuine compliment or to do them a favor, that is always appreciated – and usually remembered

- X **Don't be timid** – make a point of chatting with people you don't know
- X **Don't only speak to one person** – keep circulating, change seating locations
- X **Don't be afraid to ask questions** – Most people will relish the opportunity to peacock their knowledge and expertise
- X **Avoid overzealous self-promotion** – this tactic is more likely to annoy than build valuable relationships



QR business card,
Scan and add to
contacts