

# ONLE

## Networking jargon



### **Networking definition**

One definition states: “The action or process of interacting with others to exchange information and develop professional or social contacts.”

The key word is INTERACTING - you cannot turn up to an in person or online networking event without interacting and expect to gain a result. This doesn't mean you have to be the loudest in the room, far from it. It means you must actively listen to others, gain information about them and how you can potentially help them (which doesn't have to equate to buying services). Take note of what is being said and those people you want to further connect with. All networking groups provide you with connections, it's your responsibility to build depth into the relationship and earn credit with the people you meet - we are more likely to help people who show interest in us first.

Networking can also take place in the most unusual of places, not just at organised events. Be open minded enough to talk to people you meet online, through work activities and even during day-to-day life. Dog walking, going to the pub, meeting up with family are just a few of the many opportunities to network - if you have the right mindset.

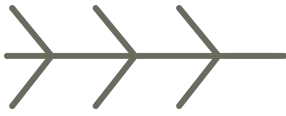
### **Introduction/Pitch/60 seconds**

Depending on the networking event you attend, this will vary and may even be timed. At ONLE we encourage succinct introductions that aren't timed. This will include - your name, your business and what you do. Less is most definitely more! This is your opportunity to address the room, make it clear who you help (and how) and giving people enough information which you can expand on when you have a 1-2-1.

A good introduction will be succinct, show how you're different from other people/suppliers offering similar services and make it easy for people to understand who a good connection for you is.

### **121/one to one/1:1**

Simply put, this is a conversation between two people, without distraction, with the intention to develop a business relationship (cont. on next page).



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### **1-2-1 cont.**

A 1-2-1 is a chance to deepen connections made while networking and gain a greater understanding about each other. Plus, you can share more detail about what you offer and what you are looking for. This can lead to further conversations and opportunities to gain business - but this takes time. You should aim to leave every 1-2-1 with an understanding of how you might be able to help the person you spoke to - it's a two-way process.

PLEASE do not forget the importance of getting to know people as individuals - none of us provide unique products/services so as potential customers, we will choose who we work and refer to by how we feel about the person selling. Even if you can't help each other immediately, friendships often developed which can be just as valuable as referrals. A 1-2-1 is simply a starting point - relationships are not built on one conversation.

### **Referral**

This is an opportunity someone gives you to win business, either with themselves or with one of their connections. Because the person giving the referral is effectively staking their reputation on goods or services offered by another, it's important that referrals are based on personal experience and offered genuinely. For a business transaction to take place, the two parties introduced via referral must have decent rapport and the services offered must be appropriate. It's also important to remember that referral is NOT a guaranteed piece of business, purely the opportunity to gain business.

### **Networking follow up**

This is the process of continuing networking activities after a meeting. This may be performing actions which you pledged during meetings (arranging 1-2-1s, connecting people with your contacts etc). This should now typically include connecting with the people you meet at networking events on LinkedIn. You don't have to do this with everyone you meet, but definitely those you wish to further connect with. Make sure to send a message when you connect (click on the full profile of the person you wish to connect with, you'll then be given the option to add a message when you click 'connect'). Building a connection is much more than hitting a connect button, make sure to start or continue a conversation otherwise you are merely padding your connection numbers.