

Developing your networking skills

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Background

- Whatever your goal you require the help of others to achieve it
- People will make the difference. And networking is a most essential skill to possess in order to achieve great things
- Networking is synonymous with connecting, building relationships, exchange, interaction, give and take and so on.
- Sincerely speaking one can't run any successful business or enterprise without networking



Certain Aspects of Networking



The concept of value creation

- Networking is all about creating value. And value simply means benefit
- Please note that you engage in networking not with a mindset of what value you can get, rather what value you can give.
- In my experience it's important to always showcase the value and benefit you can provide another person. If the other person can see the value he/she will also find ways to be of benefit to you in return



How to make an impression

- Cultivate a well groomed, neat and professional outward appearance;
- Be knowledgeable and versatile in the art of conversing with others;
- Inculcate the art of listening attentively to others with minimal interruptions;
- Show genuine interest in wanting to meet and getting to know others;
- Exude grace and good manners at all times;



How to make an impression contd.

- Respect other people's opinions and positions;
- Pay genuine compliments to whoever you meet;
- Make a serious effort to make a good impression;
- Develop a winning and positive outlook and attitude to life; and
- Keep in touch with the person afterwards



The place of empathy & honesty in networking

- Networking is all about building relationships
- Honesty is one of the building blocks on which relationships are based.
- No good and beneficial relationship can thrive without honesty, both parties being open and truthful to each other
- Empathy is equally important because it's focused on putting yourself in the other person's shoes.
Considering others



Guidelines to following up people in your network

- You're permitted to get in touch with those in your network from time to time
- Use the contact details on their complimentary card
- Let there be a purpose/objective that requires follow up.
- Do not just contact a person for contacting sake.
- It's not all about business, take out time to ask after their welfare and well-being
- Ensure to observe the rules of business and communication etiquette when following up with people



Low Cost Outreach

- The advent of technology and its advancements in the last couple of years has made the cost of communication easily affordable
- Tech has created so many affordable alternatives of networking and follow up that there's literally no excuse not to engage in these activities.
- Technology has really made the world a global village with the latest gadgets making it more and more affordable to reach customers, prospects and every other person in your network.



Retaining existing customers & seeking new ones

- Value creation and networking are 2 criteria you need to imbibe in order to make the above possible
- Satisfied customers whose expectations are met will have no problems being retained. There's no reason to change who they patronize.
- These customers can also help when you seek new ones by connecting you to others in their network
- You can tap into the existing customer database in order to find new ones and secure referrals.



Finding ways to grow new markets & products

- Growth requires strategy.
- Once you have something of value for these new markets proceed to communicate its values using advertising/mass communication
- People will patronize something that provides them with benefits, as long as they know it's available
- Relationships will need to be built with stakeholders in new markets to adopt your offerings. The same is required to grow demand for new products



Conclusion

- Networking skills are not difficult to develop if you know how
- However it requires time and practice
- Read further on this topic of study
- You can't make it on your own
- We're all products of influences
- **WE NEED ONE ANOTHER!**



Thanks for Listening!

