



***Referrals and word-of-mouth are the #1 source of new customers for B2B companies.***

This half-day seminar allows you to start networking with confidence. We cover the “how to” basics, including starting a conversation, breaking into a group, and what to say.

### **Measuring Networking Success**

Discipline is the key to networking success. Our approach enables tracking of key metrics to indicate the value of your networking efforts:

- Financial impact
- Depth of relationship
- Follow-up required
- Nature of contact
  - Potential customer
  - Potential colleague
  - Potential supplier
  - Potential connector
- Networking plan progress

Most importantly, in addition to setting targets, you need to be able to describe:

- Remedial activities if you fall short of your targets
- Milestones – trigger points for participation changes.

Each participant leaves with a course workbook, to allow them to design their personal networking plan.

### **We give you three sets of tools:**

- 1) The interpersonal skills and tips needed to network with confidence.**
- 2) The system of metrics to correlate networking activity with your business development initiatives.**
- 3) The networking plan workbook that walks you through the step-by-step process to plan and develop a powerful network, so you could achieve your networking goals.**

### **Workshop Venue**

**Hart House  
7 Hart House Cir Toronto, ON M5S 3H3**

## B2B Networking Skills Workshop

This half-day workshop is designed to make it possible to start networking with confidence. We cover the “how to” basics, including starting a conversation, breaking into a group, and what to say. Each participant leaves with a course workbook, to allow them to design their personal networking plan.

### ***B2B Networking Skills Seminar includes:***

What Is Networking

Networking For Introverts & Extroverts

B2B Networking

Attitude

What To Say

The Mechanics of Engagement

Non-Business Networks

Online Networking

Networking Groups

What Else Is In It For You

Establishing a Networking Plan



### ***Takeaway: Personal Networking Plan Workbook***

**Price: \$250/person. Maximum workshop size 20 people.**