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Top Tips on Networking

1. Have your business cards with you at all times.
2. Set a realistic goal for how many people you will talk to at each event.
3. Build rapport with each person.
4. Be the 'host' not the 'guest' – ask lots of questions.
5. Ask the 'W' questions – who, what, why, when, where.
6. Be genuinely interested in the other person.
7. Be helpful – offer a referral, lead, contact no where possible.
8. Describe your business in 60 seconds in an interesting memorable way.
9. Exchange business cards with everyone you meet.
10. Write notes & dates on each business card.
11. Follow up all contacts.
12. Build friend-ships – don't try and sell at people you've only just met!

Aleptis – Developing Vision, Delivering Growth

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