

Networking Skills

- Date:** Wednesday 17th March **Hove**, Thursday 25th March **Crawley**
- Time:** 5pm for a 5.30 start. Finish at 7pm when attendees network over a glass of wine
- Venue:** **Hove:** Imperial Hotel, First Avenue, Hove ([map](#))
Crawley: Kinnarps, Mack House, Gatwick Road, RH10 9RJ - FREE parking ([map](#))
- Cost:** £30* plus VAT (there is no joining fee - people just pay when they book)

Synopsis:

The ability to leverage networking is a critical success factor for every business. Most opportunities in life come through networks, whether it is a potential customer, a supplier, a job opportunity, a business partner, even a life partner. Everyone is involved in networking. It may be through a chamber of commerce, a formal business network, the local golf club or just a circle of friends. It is therefore quite surprising that the average person is not aware of best practice.

Networking is not about selling your business. It is about getting to know people. Nobody likes pushy salespeople, so they rarely benefit from networking. All too often, such people are the first to criticise a network for failing to provide a stream of profitable customers, so they leave. This paves the way for the rest to gradually get to know each other and build up a trust that will secure many quality referrals in the future. In other words, successful networking is not about selling, it is about relationship building. As we all know, relationships thrive from giving, rather than taking. This session will explore some of the do's and don't's and will also touch on how to ride the recent explosion of social media.

Terms: *Payable on presentation and in advance of the event. Any cancellation must be made in writing at least 48 hours prior to the event, or payment will be due in full.

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