



working the room
networking for success



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This programme is designed to develop essential business networking skills and relationship management behaviours with both external and internal client relationships in mind; the benefit of a strong internal network can often be overlooked. The theory will be reinforced experientially throughout the day and will finish with a live networking event organised by the delegates and facilitated by Mission.

Who should attend?

- Relationship and account managers
- Graduates moving into business development roles
- Anyone with the requirement to build internal or external high value relationships

Duration:

One day delivery with an evening networking function

Delegates:

Minimum of 12 and up to large conference group sizes

Objectives and Outcomes:

- To be able to feel confident in any networking situation or event
- To be able to develop your network capital
- To be able to adopt the right behaviour at the appropriate time at any networking event
- To understand and adapt to specific social and cultural norms
- To be able to build effective relationships
- To manage an event to the right level of detail so that your guests feel comfortable and impressed
- To be able to promote yourself and your business with brevity and clarity

Topics/Content:

Macro skills

- The business case for networking
- Networking defined: What it is and is not
- Using your own 'six degrees of separation'
- Cultural norms and differences
- Global networks
- Building and tracking the value of your network through 'Network Capital Accounts'
- Using technology to manage your network
- Using forums and third party services to build your network

Micro skills

- Business card etiquette
- Snap briefs and the first thirty seconds
- Appropriate body language and forms of greeting
- Formal occasion management
 - > Formal dinner etiquette
 - > Formal business reception etiquette
- Managing the experience of the guest
- Breaking in and away from social groups
- Establishing rapport and building effective relationships
- Appropriate follow up activity

Investment:

Investment either per delegate or total investment for the course

“Networking is probably one of the most underrated skills in the bank. It is amazing how many people laugh when you tell them you are going on a networking course. This was by far one of the most valuable training courses I have been on in many years and I intend to use what I have learnt rather than forget it...”

Relationship Manager
- Major International Bank

“Essential skills not only for business development and client relationships but at a career development level too!”

Talent Management Programme Director
- Major International Bank



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