

THE EXTRA POINT

BY JERRY ROBERTS



1464 Success Tips For the Scared Networker — Part 2

Networking events can be scary, especially for introverts who find themselves in a room full of strangers. The fear of approaching new people and initiating conversations can be paralyzing. However, with the right mindset and a few strategies, you can overcome networking anxiety and make meaningful connections. I'm Jerry Roberts and we'll do that, next on The Extra Point.

In the first part of this series, we talked about arriving at the event early, setting goals and time limits, getting off to a fast start, and some tips on handling yourself in a conversation.

We also covered how to deal with food, and to avoid making a strong sales pitch for your company right off the bat.

That transcript and this one are now available at guamtraining.com.

So, six tips yesterday and here's number...

7. Your face is a billboard. Make sure it's giving the right message. If you're nervous it may be reflected in your facial expression and you'll want to be aware of this.

Relax your facial muscles and then smile. Every time you walk up to someone, start smiling before you reach out to shake hands and greet them. It sends a message that you're a friendly person.

If you're 30 feet away from someone and your eyes meet, start smiling and walk up to them.

I attend events and I'm amazed at how many people don't smile. Some look angry, or bored, or confused. Make sure that's not you.

8. Don't cling to your coworkers or friends. You're there to meet new people, or to see existing customers, vendors, etc. Networking events are to start up new relationships, and to strengthen old ones.

I know it's safe to hang around people you

know, but it doesn't serve the purpose for why you're there.

9. Don't stay with one conversation too long. I can't tell you how long "too long" is, but both you and the other person are there to talk to many people.

My suggestion is that once you've chatted for a while, and you've agreed to a phone call or a coffee the next week, it's time to wrap the thing up and move on.

10. Follow up with the people you meet. When you get home, if it's a late afternoon or evening event, go back over the names of the people you met, and any agreements that were made.

Who do you need to email, or call? It's very easy to let this slide, and think you'll get to it tomorrow, or the next day. Before you know it, a week or two has passed, and maybe you've forgotten much of what was discussed.

If you have anything to do with selling a product or service, you should have your followup materials already created and ready to be sent to your prospects.

Between yesterday and today, 10 tips on how to get over your nervous feelings, and to feel confident in approaching a networking event.

If these gatherings make you a bit jittery, by using the ideas given here you can confidently navigate your next event, and come away with a list of meaningful connections.

That's the Extra Point. Be responsible and make something good happen today. For 93.3FM, the Ray Gibson Show, and First Hawaiian Bank, I'm Jerry Roberts.

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