

# Must-Do Tips No 36: The Rules of Networking Part 1

If there is one subject guaranteed to get the business development discussion juices flowing in a professional firm, then that is Networking. Given that much of a typical firm's promotional focus can be devoted to this activity, we are not surprised. Unfortunately, it remains a source of frustration to many. **If only** they could do it better, then we might gain more new clients. **If only** the professionals wouldn't see it as a peripheral activity not worthy of much effort. **If only**, we could even get them all to turn up on time!

In Part 1, this month, we explore a few fundamental issues that go to the heart of good networking. In Part 2, we will cover some of the key practical skills of the networking room.

## Tip 1 – why am I here?

An existential question related to Networking. Sadly, many professionals we come across never feel any of its angst – and that's the problem. If they did, they might think harder about the time they waste at expensively-staged seminars catching up on office gossip or just looking vacant or lost. Good networkers know why they are there (nine times out of 10 to make contact with prospective clients or contacts) and act upon it; good networking firms drum this into their professionals, train them, and give them measurable aims to achieve.

## Tip 2 – do they know about US?

One of the biggest barriers to professionals' excellence in a room full of people they don't know is the knowledge they do - or more likely don't - have about their own organisation! As firms get more and more specialised, so diminishes the ability of their people to talk (and show an interest in things) outside of their technical box. So choose two types for your front-line networking teams: those with a broad enough knowledge of what you do to talk credibly (without being an in-depth expert), and/or those with enough knowledge of "the man or woman who can" to allow them easily to refer a prospect.

## Tip 3 – trust me, I'm an.....

...Accountant, Lawyer, Surveyor, Consultant, Attorney, Engineer whatever. **And we wonder why no-one finds us interesting!** The best networkers that we have met put real thought into how they are going to make a vital first impression, before they get in the room. They make what they do sound interesting, even intriguing, because they know that they have only a few seconds in which to make an impact.



People Scope helps professionals to network with more success. For more information, hit 'Reply' and type **Professional Networking**.

**We have a new website! Go to [www.peoplescope.com](http://www.peoplescope.com).**

We welcome feedback from you on what you think about "Must-Do Tips". If you like it, hit 'Reply' and tell us specifically what you like. If there is a topic or issue that you would like us to cover, what is it? And if there's something that annoys, tell us too! We want to improve.

Need a stimulating contribution to your in-house publication or newsletter on Business Development, Client Relationship Management, or Professional Leadership from an expert? Call or email us and we will do our very best! If you think someone else might be interested in receiving "Must-Do Tips" tell them about us.

If you do not wish to receive "Must-Do Tips", press 'Reply' and type 'Unsubscribe' and we will do exactly that.

Best regards.

JAMES NEWBERRY

People Scope, 6 River Court, Chartham, Canterbury CT4 7JN, United Kingdom. Telephone: 01227 730411.

This message contains information that may be privileged and confidential and is the property of People Scope. It is intended only for the person to whom it is addressed. If you are not that person, you are not authorised to read, print, retain, copy, disseminate, distribute, or use this message or any part thereof. If you receive this message in error, please notify the sender immediately and delete all copies of this message. Our computers are virus-protected on a regular and ongoing basis. We hope that you don't catch anything from us, but we can't accept any legal responsibility if you do.

**Copyright People Scope 2007**