



THE PROTOCOL SCHOOL OF TEXAS

presents

Networking Skills

The Art of Networking

Make a Grand Entrance - Walk through the door with confidence, having decided in advance that you will make new contacts, or clients rather than conversing with those you already know or just left at the office a few hours ago.

Nametags Are Useful - Typically, the nametag is worn on the right side, below the shoulder. Some companies may prefer the left side because the company logo is on the right.

Introduce Yourself - Let the other person know who you are by using your first and last name in an introduction. If you would prefer a “nickname”, let them know at this time.

Introducing Another Person - A client always takes precedence over a member of your own company, including the CEO. When making an introduction, mention the client's name first.

Don't Assume You May Give Another Person a Nickname - Some use this technique to appear cordial or familiar, but it is a dangerous assumption.

Forgetting Names - If you forget a person's name, do not hesitate to say, “Please remind me of your name.”

A Memorable Handshake - Always offer a proper handshake when you greet someone and then again when you close a conversation. A firm but not aggressive handshake is appropriate for both men and women.

Mix and Mingle - It is important to greet the host of the event, acknowledge those you know and introduce yourself to others you do not know or do not know well. Spend 4 to 6 minutes in light conversation, excuse yourself with a handshake and continue to mingle.

Holding a Drink - Carry your beverage in your left hand to be prepared to shake hands with fellow guests. A cold and clammy shake, or an apology for a “wet hand” is not the best first impression.

Do Not Overindulge - You are not at a business function to eat or drink. Your goal is to make a favorable impression with your client, future client and boss. Eat and drink alcohol in moderation, or not at all. Drinking a soft drink, juice or water is not considered a business faux pas.

Closing the Conversation - A pleasant “goodbye” is mandatory. Always end a conversation by saying something similar to “It was nice to see you.” Never say, “Let's get together soon” unless you intend to make the effort to follow through.

