

# 7 TOP TIPS FOR SPEED NETWORKING

## 1. Be helpful and kind

Be welcoming and warm to everyone you meet. These events allow for an ice breaker conversation with many people to build longer conversations in the future. Once complete, shake hands, say thank you and mean it.

## 2. Show genuine interest to develop rapport

Ask questions that draw out your partner and show that you are tuned in and engaged with them. Ask questions like “What do you most like about your business?” and “I’m intrigued, tell me more...”

## 3. Come well prepared

Have your story summarising your business, passions and what you are looking for ready to go (keep it short). By the end of the event, you’d have told your story over 20 times and had immediate feedback if it’s resonating with people.

## 4. Listen to your partner

Speed networking is a two-way process, it is important you understand your partner’s situation so you can empathise with them, offer advice (if requested) or help (if possible).

## 5. Have a plan and the end game in mind

Know why you are attending, which keeps you sharp and focused on the outcome. Know what you’ll say about your business. Know what to ask about your partner, allowing you to steer the conversation if required.

## 6. Bring Business Cards

Exchange your business cards during the event, so if you hit it off with someone, you can follow up with a one-on-one catch up. Make sure your card links to further information on a website or your Linked In profile.

## 7. Follow up with those you meet

Those you meet may turn into a great client, a great connector or a great business associate; you never know. Drop a brief email to tell them about how good it was to meet and continue to nurture the relationship.



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