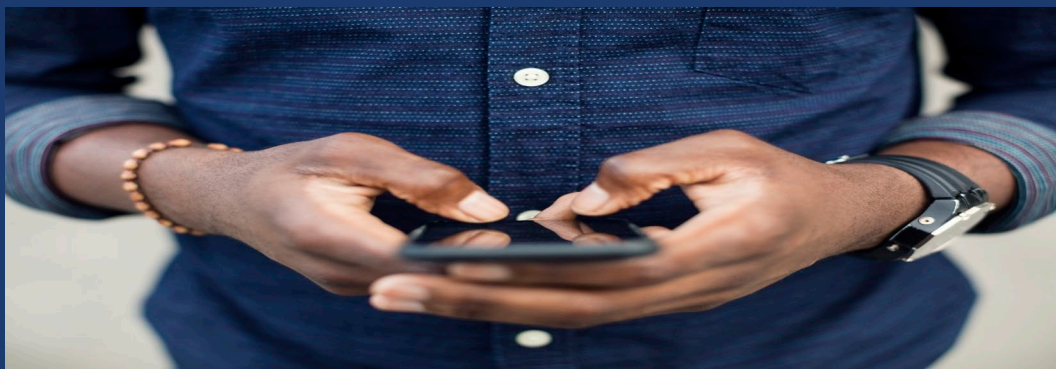




WEEK 6 — Networking and Your Business

HopeBuilds: Dynamic Business Development Program



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Agenda

- What is Networking?
- Why is it important to your business?
- What are the different types of networking?
- What are some networking skills?
- How do you locate networking events?

What Is Networking?

“The action or process of interacting with others to exchange information and develop professional or social connections.”

Why Is Networking Important?

Building Relationships

- Simply put, networking means building relationships with other professionals. Networking should always be beneficial to both parties.
- The reasons why networking is important: it helps provide a better reputation, increases visibility, produces a stronger support network, improves business growth, and builds more impactful connections.

The Benefits of Building a Business Network

- Create opportunities for collaboration
- Allow the exchange of ideas and information
- Provide a forum for developing trust and mutual respect
- Help identify potential customers or business partners

Different Networking Skills

- Personal Communication
- Relationship Management — “The process of maintaining good and positive organization and clients' relationships.”
- Professionalism
- These connections can provide you with advice and contacts, which can help you make informed business decisions.



Different Types of Networks

- Casual contact networks
- Strong contact networks
- Community service clubs
- Professional associations
- Online / social media

5 Key Points: Why Networking Matters for Small Business

1

Business Leads

2

Identify Best Practices

3

New Business Trends

4

Increased Confidence

5

Connections

Following Up

- Send an email
- Send a thank you letter
- Check in two weeks later
- Ask for a reference / referrals
- Meet for coffee / lunch



Locating Networking Events

Where to Find Networking Events

- Eventbrite
- LinkedIn
- Facebook
- BizTimes (Business News)
- Visit Milwaukee (Visitor Information)
- Chambers of Commerce

Questions?

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