

Winning New Business Through Networking



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Overview:

Networking is an imperative part of business success, and superior communication is fundamental to effective networking. Networking is often the single strategy used by businesses to market their goods and services. Networking and communication is about making a connection with others and is a central part of our lives.

After completing this course, participants will know how to:

- Understand the business impact of effective networking
- Communicate effectively
- Minimise communication 'roadblocks' or 'barriers'
- Demonstrate active listening skills
- Identify the impact of non-verbal behaviour as well as other barriers to effective communication
- Understand communication and its impact on motivation

Designed for: This course is suitable for all staff members.

Duration: 1 day

Content:

Networking overview

- What is networking?
- Looking for opportunities
- Finding common ground
- Building rapport and credibility
- Following up
- Managing nerves
- Generating referrals
- Avoiding common networking mistakes

Communication overview

- Successful communicators
- What is communication?
- What do you value?
- Communication categories
- Why do we communicate?
- Communication process
- What goes wrong with communication?
- Communication barriers – case study
- Impact of poor communication
- Effective workplace communication

Communicating better

- Vocal and verbal
- Non-verbal communication
- Listening skills
- Effective questioning
- Assertiveness

Introduction to Marketing

- What is marketing?
- Marketing versus selling
- Marketing management
- Your ideal customer
- Defining your business to potential customers

Case studies

Actions