



**NETWORKING MAGIC
CONNECTING WITH CONFIDENCE**

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FOR

THE GEORGIA SOCIETY OF CPAS

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THE ETIQUETTE OF NETWORKING

Networking is more than just showing up.

What is networking?
Why do you need to do it?

MAKING A POWERFUL FIRST IMPRESSION

80% of success is showing up.

—Woody Allen

The first 12 words _____

The first 12 steps _____

The first 12 inches _____

The last 12 inches _____

THE BUSINESS HANDSHAKE

Handshakes are the physical greetings that go with your words.

—Unknown

The elements of the professional handshake

Men and woman shaking hands

Being ready at all times

INTRODUCTIONS IN BUSINESS

I look upon every day to be lost, in which I do not make a new acquaintance.

—Samuel Johnson

INTRODUCING YOURSELF

1. Assume the responsibility.
2. Give the gift of your name

EXCHANGING BUSINESS CARDS

Business cards—never leave home or the office without them.

—Lydia Ramsey

1. Have _____ of them.
2. Have them _____.
3. Have a _____.
4. Hand out them so that others can _____ them.
5. _____ on cards you receive.
6. Be discriminating. _____.

PREPARING FOR THE EVENT

1. What is the event?
2. Why is it being held?
3. Who will be there?
4. What will I talk about?
5. What should I wear?

THE EVENT

No one is a born mingler. It's a skill we learn.

1. Your arrival.
2. Your entrance.
3. Finding the approachable people.
4. The art of conversation
5. Working the room.
6. Having an exit strategy.
7. Following up after the event.

THE CONVERSATION KILLERS

Conversation: a vocal competition in which the one who is catching his breath is called the listener.

— *Anonymous*

- The Interrogator
- The One-Upper
- The Monopolizer
- The Interrupter
- The Poor Sport
- The Know-It-All
- The Advisor

WRAP UP
