

Business Networking 101: How to Network Like a Pro

GoSkills online course syllabus

Skill level

Beginner

Lessons

22

Accredited by

Verified by GoSkills

Pre-requisites

No prior experience needed

Video duration

1h 14m

Estimated study time

1h 16m

Instructor

Madecraft

Introduction

- 1 Business networking**
Most people do not understand business networking.

Introduction to Networking

- 2 Networking vs prospecting**
Understanding networking means understanding how to convert leads to sales.
- 3 Successful networking strategies**
Successful networking means being strategic.
- 4 Mistakes with networking**
Networking gets a bad reputation because people do it wrong.

Preparation for Networking

- 5 Effective networking preparation**
If you fail to prepare, you might as well prepare to fail.
- 6 Understanding yourself**
How can anyone know you if you do not know yourself! After this lesson you will be able to describe yourself so others can understand you too.

- 7** **Managing networking expectations**
Mismanaged expectations with networking leads to failure and burnout.
- 8** **Establishing a giver mindset**
The secret to living is giving but most people are taking and faking.
- 9** **Elevator pitch strategy**
People do not remember what you say, they remember how you make them feel.

Places for Networking

- 10** **Networking everywhere**
Networking can be done anywhere you go, even in places you did not think of.
- 11** **Popular networking groups**
Understanding the types of groups available for networking is important.
- 12** **Trade show networking**
Trade shows and conferences are a great place to meet people.
- 13** **Virtual networking strategies**
In a global economy with high speed internet and state of the art technology we can connect anywhere.

Managing Your Networking

- 14** **CRM for networking**
Using a relationship management software is key to keeping track of your relationships.
- 15** **Follow up systems**
Most people show up and throw up, but the fortune is in the follow up.
- 16** **Social media strategy**
Maintaining a strong presence on social media is crucial for effective networking in today's interconnected landscape.

17 Getting responses
Why are people not responding to your communication?

Putting Networking to Work

18 Perfect networking call
Afraid of getting on a call and not knowing what to say?

19 Running networking events
Becoming a host for your own event makes you the authority in your network.

20 Reconnecting with contacts
When a relationship goes stale and you want to reconnect you need to use a reconnecting strategy.

21 Automatic networking habits
Willpower alone is insufficient for achieving success; it's essential to establish automatic networking habits.

Conclusion

22 Becoming a connector
Becoming a connector is not just a skillset, it's a role you play in your life and the lives of the people around you.

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