



EFFECTIVE NETWORKING TIPS

network / nétwerk *n. & v.* a group of people who exchange information, contacts, and experience for professional or social purposes. (The Oxford Dictionary)

1. **Create your “30 second commercial”** – a brief statement about you
2. **Wear a name tag** – on the **right** side to provide an easy sight-line to your name when shaking hands.
3. **Don’t be a wallflower** – your goal is to meet people
4. **Smile and introduce yourself** – state your name clearly and “it’s a pleasure to meet you”.
5. **Have a solid handshake** – avoid using a “bone crusher” or “limp fish”.
6. **Carry lots of business cards** – have them easily accessible and ask for the other person’s card. Write notes to yourself on their cards.
7. **Be a good listener** - absorb and reflect on what you hear.
8. **Move on** – your goal is to spend a little bit of time with as many people as possible. Spend three to five minutes with each person or group.
9. **Follow-up, follow-up, follow-up** - via phone, email, or mail

Remember, crucial to your success is that you treat networking as an exchange of ideas, information and experience. Be generous in sharing your talents, experiences, and ideas, and always be respectful of those around you.




ROYAL LEPAGE
www.royallepage.ca



www.royallepage.ca



ROYAL LePAGE
www.royallepage.ca

QUESTIONS FOR EFFECTIVE NETWORKING

How did you get your start in the real estate business?

What do you enjoy most about your profession?

What separates you and your company from the competition?

What advice would you give someone just getting started?

What one thing would you do with your business if you knew you could not fail?

What significant changes have you seen take place in the industry?

What upcoming trends do you see coming?

What is the funniest incident you've experienced?

What ways have you found to be the most effective for promoting your business?

What one sentence would you like people to use in describing the way you do business?

How can I know if someone I'm talking to is a good prospect for you?

www.royallepage.ca