



AVOID THESE 10 BIGGEST NETWORKING MISTAKES

Networking opportunities are endless, but many people overlook the steps needed to start and develop profitable long-term business relationships. What can you do to make networking pay off? First, correct these mistakes!

Mistake #1 - Incorrect networking goal: *"I want to make a sale."*

Correction: Networking is a marketing opportunity, not a sales call.

Mistake #2 – Waiting for others to approach you. *"I don't know how to break the ice."*

Correction: Be the first to say hello and start conversations based on your surroundings.

Mistake #3 – Huddling with your colleagues: *"I'm comfortable talking to people I know."*

Correction: Mingling with strangers shows you are confident and want to make new contacts.

Mistake #4 – Not remembering a person's name. *"Why bother? I'll probably never see him or her again."*

Correction: Using a person's name creates a positive impression and builds rapport.

Mistake #5 – Avoiding small talk: *"Small talk is a waste of time."*

Correction: Casual conversation allows you to quickly and informally exchange information that leads to hidden business opportunities.

Mistake #6 – Talking too much about yourself. *"I I I"*

Correction: Asking about the other person's business or industry issues before discussing yourself or your business allows you to position yourself as a problem-solver and resource.

Mistake #7 – Being a "know-it-all": *"I'm right – your wrong."*

Correction: Seek the views of others to find areas of agreement.

Mistake #8 – Being too quiet. *"I don't want to come across as pushy."*

Correction: Reveal interesting information and experiences about yourself so people will know what you are willing to talk about and get a sense that you trust them.

Mistake #9 - End your conversations abruptly: *(After a few seconds of silence) "Ah, nice meeting you. Bye."*

Correction: End all your conversations on a positive note by using the person's name and repeating something he or she said that you found interesting, helpful or insightful.

Mistake #10 - No follow-up: *"Why contact someone who can't help me?"*

Correction: Maintaining contact after an initial meeting allows the business relationship to develop and flourish over time.

Want to make more profitable business contacts? Check out:

How to Start a Conversation and Make Friends