



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

- **Interpersonal Skills—**
Displays a consistent ability to build solid relationships of trust and respect inside and outside of the organization.
- **Professionalism—**
Projects an image of maturity and integrity that creates credibility.

RELATED COMPETENCY CATEGORIES:

- **Communication—**
Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.
- **Customer Acquisition—**
Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.
- **External Awareness—**
Sees things from multiple points of view. Is mindful of how actions impact others. Keeps up to date with issues that affect area of responsibility.

Networking to Promote Your Organization

SUMMARY

In a time when organizations are running leaner, individuals from all ranks must maximize their value, create mutually beneficial partnerships, sell their organization's benefits, and increase business connections.

CONTEXT

Although networking is often equated with the sales profession, the ability to network has been identified as an essential skill for business success, regardless of occupation. Networking is defined as discovering connections between people in formal or informal settings and utilizing these connections for mutually beneficial career advancement.

This module provides the tools for building networking skills and maximizing networking events. You will learn how to make memorable introductions and to use pre-approach to prepare for networking events. You will create an effective elevator speech, learn conversation tips for breaking into conversations, moving on to other people, keeping conversations going, and asking for referrals. After completing this module, you will walk away with a networking plan of action.

At the completion of this module, participants will be able to:

- Build networking skills to maximize networking events and connections
- Create a networking plan of action
- Develop a memorable introduction and elevator speech

“Networking is the single most effective way to build a successful business.”

—Donna Messer