

Making Contacts Count

Individuals who are successful in business development are well connected. They know a lot of people and a lot of people know them. It's never too early to begin to build a "fan club". Successful networkers manage their network to get to know new people, acquire referrals and to win new work. This way they rarely need to cold call prospects and make a significant and valuable contribution to the firms business development programme.

Objectives

- Learn how to prioritise a network
- Develop strategies for managing a network effectively
- Learn tactics for effective internal networking
- Prepare individual action plans.

Benefits

- Gain greater value from existing network contacts in terms of referrals and business opportunities
- Acquire and manage new contacts
- Add value to marketing opportunities
- Increase business

Course Content

- Prioritising network contacts
- Using the network to get introductions
- Generating referrals
- Internal networking
- Strategies to manage the network effectively
- Personal Development Action plans.

Pre-course work

There will be a short piece of pre-course work that delegates will need to do prior to attending the programme. This helps them to prepare for the course and allows us to spend maximum time on practical activities during the course.

Duration

3.5 hours

Facilitation

1 trainer to 8 delegates

Group Size

Max group size is 8 to allow the trainers to provide delegates with individual input.

Who should attend

- Fee earners who are new to networking
- Partners who want to be more systematic in how they manage their network or want to develop a systematic approach for their department.