

The Professional Presence Series

Strategic Networking with Strangers

I was recently required to attend a 2-day, out-of-state conference where I'd know no one in a room of 2-300 people. To overcome rather daunting situation, I started to plan ways of meeting people.

First I called the event's organizers and volunteered to be a greeter. Too late! They already had everyone they needed in place. What to do now?

Obviously, I wanted to present myself in a positive and confident manner as well as to increase my opportunity to meet people with whom I could potentially do business in the future. I don't know about you, but I find it hard to be confident and convey success when alone in a sea of people.

After some thought, I settled on something very simple. If they did not need my services as a greeter, then I would elect myself to be the *unofficial greeter*.

The first morning of the conference I got to the center early to check out the situation. Where people would enter and which way they would move once in the hall? When I had figured out the traffic flow, I chose a *strategic location* where I was beyond the periphery of the greeters and yet still in the main area where people first entered the conference hall.

As people entered I became the traffic director. I approached people who were looking a little lost and directed them to the beverage table, restrooms, as well as orient them to the layout of the room. They were very grateful and I, of course, asked for their business card.

The Communication Coach concludes: There were 3 very positive outcomes that made my attendance to that conference very worthwhile:

- ✓ First, I got to meet and collect cards from many people that I would not have otherwise met.
- ✓ Second, during the conference when I re-encountered someone that I had helped orientate, they willingly introduced me as an acquaintance of theirs to their table. This now allowed me to network with their table.
- ✓ Third, on my follow-up calls they quickly remembered me and how helpful I had been to them.

Find *your* strategic networking position at every event you attend. Become a hero by offering to help people who appear intimidated, uncertain, or lost . . . the rewards will be manifold.

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October: Business Owners, Sales/Marketing staff! Our **Power of Strategic Networking** Workshop is the sure-fired way to build your business by developing focused high-tech, low-tech or no-tech networking connections. **Don't wait ... it's filling fast.**
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November Calendar: Facilitative Leadership® Workshop. An independent source of business research and analysis has shown tomorrow's leader must be a: Master Strategist, Change Leader, Relationship Builder, and Talent Developer. **The Facilitative Leader is all of these.** Visit www.hg-training.com for details on our Facilitative Leadership® program and for information on upcoming workshop.

This workshop helps develop skills to improve productivity, decision making, cross-functional collaboration and employee responsiveness.

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