Networking: What's Your Catch Phrase?

ABR has extensive content expertise that provides the foundation for truly engaging training. Here's a little taste of that, just for you.

Networking can be scary, but it doesn't have to be.

> One networking tool that is essential to have in your back pocket is a catch phrase.

A catch phrase is a two-sentence elevator pitch about who you are and what you do. Using a catch phrase can help you start a new conversation with someone while networking.

- > In addition to a solid catch phrase, here are some other ways to ensure a successful networking experience:
 - When thinking about how to describe yourself, focus on who you are as a person, not just what you do.
 - Share relevant information about yourself with others; make sure your conversation is appropriate to the setting.
 - Listen to what others say and ask them open-ended questions to generate conversation. Really pay attention to their words and use the things you hear from them to guide your conversation.
 - Don't have a pre-set agenda to sell yourself or your company's products. This can be a turn-off. Your conversations and interests should be genuine.
 - Be personable. It's just a conversation—tell yourself that you're just "chatting." This helps take the pressure off of networking and minimizes awkwardness.
 - Although you may not have an immediate connection or opportunity with everyone
 you talk to, just be yourself and don't give up. You never know who they know and who
 they could potentially refer you to.

See more at:

http://www.acceleratedbr.com/blog/what's-your-catch-phrase



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