

Forsyths Knowledge

December 2010

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Two great inbox Management tips: -

- Set a rule putting a 10 minute time lag on actually sending your emails after you hit the send button. This is your rethink time in case there's ever changes that need to be made.
- Receive an email you need to follow up on in the future? Drag and Drop that email into your Task Folder (Outlook only). It will open a new Task with the original email in the text field. You can then set a date in the future when you want to be reminded to follow up.

The 5 Keys of Successful Festive Networking

The holiday season is full of events, get-togethers and parties which can provide great opportunities to expand your network.

Networking is not about collecting business cards. It's about building relationships. When you approach networking from that perspective it becomes a more natural process that's easy to carry out, even at parties and casual events.

To prepare you for networking opportunities and hone your networking skills, follow these five tips:

1. Memorise your 'elevator speech'

As you'll see in tip No. 4, selling is not your objective when networking, but eventually people you talk to will ask you what you do. You need to be prepared to explain that in an interesting way and be able to make a memorable impression.

Your 'elevator speech' is a short, succinct way to describe what you do for your clients and who your clients are. It gives some specifics and creates interest without being long-winded. But it's also more than just your career field. It's descriptive, but short enough that you can say it in a short elevator ride.

The best elevator speeches follow this format: I work with (describe your ideal clients) to (describe what you achieve for them) by (describe the primary way you do what you do).

So, instead of saying "I'm an accountant," you might say, "I work with small business owners to increase profit margins by analysing performance and recommending strategies for improving it."

2. Have business cards ready

While you don't want to approach people with business card in hand, you do need to be prepared in the event that you are asked for one. Always ask for the business card of someone you engage in conversation, because you need to know how to follow up with them. If the person you're talking to doesn't have a business card, write their contact details on the back of one of yours. Nine times out of 10, when you ask for a business card, the person will also ask for yours.



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*Best wishes
for the festive season
from all of us at
Forsyths*

Armidale p: 6773 8400

Coonabarabran p: 6842 0000

Gunnedah p: 6748 5000

Tamworth p: 6763 0100

3. Go outside your circle of influence

At parties and events, it's natural to gravitate toward people you know and people you're comfortable talking to. A certain amount of that is fine but remember that your goal is to EXPAND your network and you can't do that if you only talk to people you already know.

4. Don't Sell-Build a relationship

Networking is not the time for a sales pitch. Your goal is to build a relationship that will yield opportunities in the future. The best way to build a relationship is to get to know the other person. People like people who take a genuine interest in them. Ask them questions about their business, their needs, their frustrations and their family life too, if appropriate. Pay attention to their answers and make some notes later so you can remember what you talked about. This will give you fuel for future conversations.

5. Follow Up

Nobody is really a part of your network until you communicate with them on many occasions - until you've gotten to know them and they've gotten to know you. Think about it, when was the last time you said to someone, "Hey, I met this guy at a seminar last week that said he is great at networking computers. You should look him up." Probably never. More likely you said something like, "I've got a friend that has helped me with IT issues on several occasions; you really should call him." What's the difference? The second example indicates familiarity and a track record of success. The "friend" has helped you (i.e. 'provided value') several times. You can't gain that kind of trust and familiarity if you never follow up and stay in touch.

We wish you the very best of networking this Christmas and we look forward to adding more value to your business in the New Year.

With best wishes

The Forsyths Team



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