BUSINESS MENTOR

10 tips for successful networking

Build genuine relationships, create opportunities and make every conversation count.

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1. Set one clear goal

Before an event, decide what success looks like: meeting three new people, finding a supplier or learning about a local market. Focus on connections, not collecting business cards.

2. Prepare a natural introduction

Explain who you help and what you do in one or two sentences. Keep it conversational rather than delivering a sales pitch.

3. Ask better questions

Try “What are you working on at the moment?” or “What's your biggest business challenge this year?” Curiosity starts stronger conversations.

4. Listen more than you speak

Give people your attention, avoid interrupting and ask follow-up questions. People remember how you made them feel.

5. Offer value first

Share a useful contact, resource or idea when appropriate. Networking works best when both sides benefit.

6. Be approachable and authentic

Smile, make eye contact and include people standing alone. You don't need to be the loudest person in the room.

7. Make notes after conversations

Record a person's name, business and one detail you discussed. Keep notes respectful and relevant so you can follow up meaningfully.

8. Follow up within a few days

Send a short, personal message mentioning your conversation. Suggest a next step only if it makes sense.

9. Build relationships over time

Stay in touch, celebrate others' achievements and offer help occasionally. Trust develops through consistency. BUSINESS MENTOR | yourbusinessmentor.co.uk 2

10. Review what worked

After each event, note who you met, what you learned and one action to take. Refine your approach for next time.

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