



Robyn Henderson

Global Networking Specialist

Module Overview

Module 1: Networking Overview

- What is networking?
- How and why does it work?
- The use of business cards
- Simple systems for keeping track of business cards
- Tips on remembering names/personal information
- Time efficient follow up tips
- Understanding how to lock out the competition

Module 2 & 3: Fear Free Functions

- Networking effectively at functions - both internal & external
- Conversation starters
- How to make "small talk"
- Identifying spheres of influence
- Being remembered positively by spheres of influence
- Hot topics for conversations
- Do's and don'ts at functions
- Turning business cards into business
- How to juggle food, drinks, business cards and hand shaking
- Confidence boosters, when you are having a bad day

Module 4: Client Retention and Referral Generation

- Select innovative ways of acknowledging client loyalty
- The importance of client retention
- Generating referrals from current clients
- Keeping in touch without being pushy
- The power of recognition
- Cross networking within an organisation
- The benefits of internal networking
- Power of hand written notes
- How to generate endless referrals



Module Overview

Module 5: Networking externally with potential clients

Expanding your networking within your community
Identifying key players within organisations
The power of relationship building
Keeping in touch with past clients and prospects

Module 6: Internal Networking

Work smarter/not harder
Preventing reinventing the wheel from team to team
Power of recognition with support staff
Benefits of cross marketing other services
Power of brainstorming
Cross networking clients

Module 7: Goal Setting

Linking your goal setting with your networking
The power of written goals
5 minutes per day healthy habit with dramatic results
Identifying goals in seven areas of your life
Improved on-the-job performance with goal setting

Module 8: Strategic Alliances

10 keys to forming strategic alliances
The No. 1 reason alliances fail
How to cut an alliance that is going nowhere
The importance of time lines and exit clauses
How to ensure a ROI from all your alliance
How to identify potential allies
The reason for quality alliances not quantity
How to ensure commitment from all players
The need for a driver and completer for every project

You are welcome to select key points from the above modules or Robyn can create a customised program to meet your requirements.