

Entrepreneur Expo and Conference  
18 November 2014

## WALK THE WALK & TALK THE TALK

**“How to grow your business through communication and networking” .**



Arifa Parkar  
AASHA Business Services Pty Ltd  
Reg Number: CK 2014/195583/07

---

# **Walk the Walk & Talk the Talk**

**“How to grow your business through communication and networking” .**



# Communication

**Communication as defined by The Little Oxford Dictionary means:**

Imparting or exchange of information; social dealings; connection between places or things.

Experts say that communication is composed of different methods: words, voice, tone and non-verbal clues. Of these, some are more effective in delivering a message than others. According to research, in a conversation or verbal exchange:

Tone of voice 38%

Non-verbal cues 55%

Words 7%



In other words:

**WHAT YOU SAY IS NOT NEARLY AS  
IMPORTANT AS HOW YOU SAY IT!**

# Networking – an enviable managerial skill set!

Networking is something that all successful leaders, professionals and business people need to be skilled at if they are to proactively create and nurture relationships to help their organisations to uncover the best opportunities. According to *Meetings & Conventions* magazine, more than 27 million people attend conferences, trade shows and conventions each year.

And the main reason they go is to network. It's no surprise then that in their brochures and on their websites, conference organisers take great pains to stress the fantastic networking opportunities the event provides. If you've been to these types of business events, no doubt you'll have encountered numerous people who have been able to "work a room".

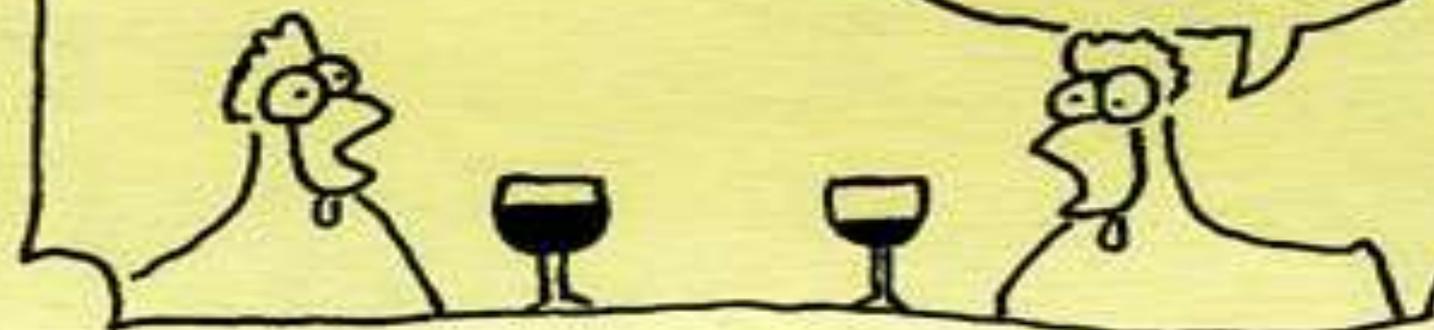


YOU HAVEN'T QUITE GOT THE HANG OF THIS  
BREAKFAST NETWORKING YET, HAVE YOU...?

# "HONEST NETWORKING"

WHAT DO YOU DO  
FOR A LIVING AND  
HOW CAN I USE YOU  
TO MY BENEFIT?

I'LL GIVE YOU  
VAGUE DETAILS  
ONLY, SO YOU  
CAN'T GOOGLE ME  
AND SHOW UP AT  
MY OFFICE WITH  
A RESUMÉ



©2005 BY DOUG SAVAGE

**There is nothing more pure  
and powerful,  
magnetic and magnificent  
than the simple  
and honest expression of  
the real you-**

*Cat Glennie, Ride the River*

'Information sharing' - you tell me everything about yourself and I'll tell you when to stop.



**Since you have the platform, all you need to do is use it for building your network and the following tips will help you:**

- Clarify your goals.
- Expand your search for non-obvious events.
- Make the first move.
- Don't sell.
- Focus your discussions
- Get the right people to come to you.
- Ask organisers for help
- Get out of the event room.
- Make time to follow through.

©Original Artist Search ID: pjun1504

Rights Available from CartoonStock.com



Phil Judd

"Wouldn't it be easier to just SMS God, rather than pray?"

BIAA



*"Honey, this is Jack. He's the one who taught me how to do that thing you like."*

Don Gabor, in his book ***Speaking Your Mind in 101 Difficult Situations***, offers tips for using **TACTFUL** conversations;

- **T = Think before you speak**
- **A = Apologise quickly when you blunder**
- **C = Converse, don't compete**
- **T = Time your comments**
- **F = Focus on behaviour – not on personality**
- **U = Uncover hidden feelings**
- **L = Listen for feedback**



Networking is key to becoming a successful entrepreneur. But what if the whole idea makes you uncomfortable? Well, you are not alone - many business people dread walking into a room and introducing themselves to a bunch of strangers.

# **Here are their top practical tips to get you networking like a pro:**

## **Be prepared:**

First write down what your business is all about and what you and your business have to offer in a few points. Keep in mind this is to create a first impression. Practice these points until it becomes second nature. Research the industry and who will benefit with what you have to offer. Practice this on a friend or family member to gain confidence.

## **Start small**

Start networking in a small group. Get comfortable with the group and explain what you do. As the network grows so will your confidence and your ability to explain your business.

## **Believe in yourself and stay positive**

Self-confidence is key. Be brave but not arrogant. Don't sell yourself short because if you appear small so too will your ideas and your business. So man up, there's no time for being shy when there's money to be made.

Believe in yourself. There will always be nerves and fear. This energy is good as it will keep you on your toes. Most importantly, have fun.

## **Don't hard sell**

Network marketing is about farming, NOT hunting! In open networking you are not there to sell but rather to grow business relationships.

When at an event listen more than you speak. If you are the type of person that is nervous in this environment, look for the person who is standing alone sipping their coffee. When you approach, start off by simply saying “hi”. They will be so relieved that you gestured them that they will immediately be open to listening to what you have to say and vice versa.

## **Ask open ended questions**

Ask open-ended questions i.e. those that start with who, what, where, when and how rather than those that generate a simple "yes" or "no" response. This will open up the discussion, allow you to pick up new information for follow up questions, show you have an interest and further build the relationship.



NO ONE SAID  
ANYTHING ABOUT  
BLOGGING...

# **Take a deep breath and just go for it**

What's the worst that can happen? Do not feed fear. Go for it say hello and always be yourself. Be fearless. Walk up, stick out your hand, introduce yourself, ask them about what they do, then shut up. Being quiet means you don't have to come up with things to talk about and you can take their conversational lead!

**Zig Ziglar's** motto is:

“You can have everything in life that you want if you will just help enough other people get what they want.”

Just remember: your network is made up of people just like you. Everyone wants to achieve, be noticed, and be respected. Making sure those you have a relationship with feel special, and valued will ensure loyalty and success in business and beyond.

**Michele Connolly's post, Top 4 Mistakes Made by Disorganized Networkers, is an excellent summary of what could go wrong. Here are her top her five mistakes:**

1. Having too few business cards.
2. Being all about the food and drink
3. Keeping business cards in a bag or jacket
4. Talking ad nauseam about themselves

**In addition to the above four, here are five more that you need to think about:**

1. Wearing clothes that have stains or holes
2. Having a dirty face and messy hair
3. Not writing notes on the backs of business cards
4. Failing to organize new contact information shortly after an event
5. Lack of proper follow-up with people after an event

# **NO RETURN**

Three things return not, even for prayers and tears –

The arrow which the archer shoots at will;

The spoken word, keen-edged and sharp to sting;

The opportunity left unimproved.

If thou would'st speak a word of loving cheer,

Oh , speak now. This moment is thine own.

**THANK YOU!**