Alma Vita Associates Shares Their Advice on Networking for Beginners

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Alma Vita Associates outlines why networking can be extremely useful in business and offers advice for those who find networking to be slightly daunting.

Alma Vita Associates understands that not everyone is ultra confident when talking to new people, or with public speaking, or just being in an awkward situation and this can make networking difficult. If networking is something that a person is unfamiliar with or has never had to do before it can be particularly daunting and often nerve-racking to walk up to a group of strangers or pick up the phone to someone they don't know personally.

About Alma Vita Associates: http://almavita.co.uk/about/

However, Alma Vita Associates believes that networking can be extremely useful in business, particularly to entrepreneurs and start-ups. Networking allows people to connect with other like-minded business types that they may have not otherwise encountered. This gives entrepreneurs the opportunity to share experiences or concerns and possibly gain some advice about how to deal with these situations. It is also a chance to learn new skills and then take them on board to implement into their businesses, hopefully making the process easier. This is an important part of business as the connections that are made through networking can always be utilised and built upon to drive success.

Alma Vita Associates is an outsourced sales and marketing firm based in Preston. The firm specialises in personalised campaign development on behalf of their clients' brands. Alma Vita Associates connects with consumers on a face-to-face basis in order to create long-lasting and personal relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Alma Vita Associates regularly networks at industry events and conferences with other businesses and business owners in order to learn new skills and build strong business relationships with like-minded business individuals. The firm promotes the use of networking as a useful business tool and regularly hosts events to encourage networking opportunities.

For those that struggle with the idea of networking Alma Vita Associates, MD Angela Mulone, has offered her top tips:

Don't care about your first impression

Networkers often try to look right and sound right and end up being completely forgettable. Alma Vita Associates advises people not to panic and just be themselves.

99% of any networking event is a waste of time

The quality of any event is not its content but the wisdom of the gathered attendees themselves.

Take a break

Rest and take some alone time. Alma Vita Associates says that this keeps people fresh and ready for real interactions. It is also important to remember that it's not necessary to meet everyone.

The key to networking is to stop networking

Try not to think about connecting with the most important people in the room and only them. It is just as important for networkers to find people that they are comfortable around and enjoy their company.

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Don't go to every event

There's no need to go to every networking event. Research who is going first and check if there are appropriate people to connect with. Not every event will be valuable.

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