Complete one share their ultimate guide to networking

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The experienced business owner, entrepreneur and Managing Director at Complete One, Glen Lowes attributes much of his success to his diverse and influential network of fellow professionals, and he encourages people to utilise all networking opportunities to build their connections.

At Complete One, their staff and contractors have the opportunity to attend many industry conferences and seminars, providing them with the chance to network. The direct marketing specialists have shared their ultimate guide to networking.

About Complete One: http://www.completeone.co.uk/

1) Take your business cards

Although this may seem quite basic, offering a business card is an excellent way to pass on your information, and it will often be an exchange with the connector providing their business card. “Business cards were something I never used to bother with, however, this year I decided to bite the bullet, and the feedback I get has made it something I never leave the office without. It doesn’t have to be an expensive option either; there are many cost-effective sites to create your own," shared Mr Lowes.

2) Have a great handshake

"For me, there is nothing more off-putting than a bad handshake," said Mr Lowes. A handshake is like a first impression, and you only get one chance to get it right. Mr Lowes argues that a good handshake is firm, memorable, and has eye contact.

3) Have an 'elevator' pitch ready

An elevator pitch should be kept short and concise. In approximately 90 seconds you should be able to convey information about yourself, explain what you do and where you work, who your clients are (if you have any), and your goals for the future. Mr Lowes encourages people to practice their elevator pitch, so they can use it whenever necessary.

4) Build relationships

Mr Lowes believes it is important to get to know people on both a personal and professional level and that it is important to build relationships. “Don't expect overnight miracles, it takes time for people to develop confidence in you and you need to invest time into those relationships to reap the benefits,” said Mr Lowes.

5) Quality over quantity

Mr Lowes firmly believes that a good network is one that consists of quality connections rather than volume. “Make sure you assemble a diverse and quality network of individuals who can progress your business development. While it can be tempting to acquire as many connections as possible, it is important to make sure people you connect with serve a purpose."

Complete One is an award-winning events promotions firm based in the heart of Newcastle City Centre. Their expertise lies in increasing market share and raising brand awareness for their clients, through face-to-face promotional marketing and sales campaigns at events and venues throughout the North East. Managing Director Glen Lowes is passionate about coaching, and he offers his advice and knowledge to budding entrepreneurs, encouraging them to network and build connections.

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SOURCE: http://www.telegraph.co.uk/women/womens-business/11037202/Networking-for-work-and-business-9-tips-to-help-you-work-the-room-like-a-pro.html

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