Learn How to Network Like a Pro Using Swan Global Direct's Top Tips

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Networking and relationship building is fundamental in the success story of any business. Newcastle-based sales and marketing firm Swan Global Direct offer advice on how to maximise networking opportunities.

About Swan Global Direct: http://www.swanglobaldirect.co.uk/about-us/

Networking is one of the most essential personal skills for business people, but it is particularly important for entrepreneurs. Having a strong presence and confident communication in entrepreneurial environments are effective approaches which will help along the way to building strong relationships with other entrepreneurs from different age groups, nationalities and fields of interest. Swan Global Direct are frequent participants in conferences and seminars, and recently attended one of the biggest and most prestigious direct marketing events of the year. During their time at this year's Sales and Marketing Awards Gala, the firm were able to develop their relationships with existing business associates, as well as form new connections. The firm were also able to expose some of their top performing sales contractors to this valuable networking opportunity.

As a way to prepare their workforce for such a hotly anticipated networking event, Swan Global Direct shared their tips on becoming a master in networking prior to the gala:

Language – A personal brand will be reaffirmed or diluted by the language used to communicate. Entrepreneurs should read daily to ensure confidence is achieved in communicating at all levels.

Location – Entrepreneurs are encouraged to choose a postcode that will assist in creating more opportunities for networking and career development.

Give Yourself Away – By not always assuming a remuneration package to showcase skills, it can open up opportunities outside of a usual circle. Creating a platform to demonstrate skills and generosity will allow trusting relationships to be formed. Entrepreneurs should see it as an opportunity to invest in themselves.

Share What You Know - Entrepreneurs are encouraged to showcase skills along the way that will assist attracting those who are looking to networks with experts. This does not necessarily have to be in the same sector. Be an idea's person who isn't afraid to share tips.

Follow-Up - Entrepreneurs should always follow up on networking opportunities as it will show accountability to a networking partner and will encourage behavioural mirroring.

Online Presence – A vast amount of networking takes place through social media, so make it a priority to have an up to date LinkedIn profile to showcase business skills and history 24-7.

Swan Global Direct, a Newcastle-based sales and marketing firm, are specialists in entrepreneurship and therefore believe that entrepreneurship is available to anyone who wishes to seriously pursue a great business idea. The firm works on behalf of their clients' brands to develop unique marketing campaigns, which accurately represent their brands to consumers. The firm connects with consumers on a face-to-face basis, which encourages long-lasting and personal business relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Find out more about Swan Global Direct by following@swanglobaldirec on Twitter, or by liking them on Facebook.

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