



Networking to Increase Awareness

Workshop Overview

In today's competitive and challenging business environment, networking and building professional relationships in the community are the keys to developing new business and creating a positive corporate presence / reputation.

By developing a consistent and effective approach which all employees can adapt to fit their own style, a company can create strong market awareness, new business opportunities and greater integration into the local community.

Recognizing the importance of networking and business development today, Next Step offers a variety of mini-workshops and tools to improve our clients' employees (at all levels) skills and confidence in demonstrating professionalism, communicating a compelling value proposition and developing key contacts through networking.

How can we help you?

To discuss how our team can help your business achieve true results, please contact us.

650.361.1902

Our training programs:

- Marketing
- Sales
- Professional Development
- Leadership

Next Step is proven to maximize clients' results with accountability - leading to 300% or greater return on investment.

"Thanks to Next Step's development programs we consistently saw a 20% increase in monthly sales – within one month of the first workshop session! This translated to greater than 300% return on our investment within 6 months!"

Bob Maute, VP Sales Covad
Communications

Objectives

Upon successful completion of the workshop, participants will be prepared to:

- Define and convey their personal value in networking situations.
- Craft and communicate a compelling elevator speech
- Demonstrate their company's desired professional image in all community and marketing activities.
- Follow-up appropriately to develop business relationships from networking activities.
- Leverage appropriate tools to support networking activities.

Program Overview

Session One

- Importance of networking today
- Planning to ensure most effective and productive networking opportunities
- Defining the unique value each person and the company brings to the marketplace
- Building your elevator speech
- The importance of the 30 second 'pitch'

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- Practicing the pitch
- Planning YOUR networking – commitment to attend at least 2 networking events prior to the next session

Field Assignment

- After each event, the program participants will note what resonated with the people they met, send (and save) follow-up emails and other information to prospective contacts.
- A field assignment completion checklist would then be sent to the Next Step team prior to Session Two.

Session Two

- Addressing the unexpected (from the field work / networking experiences)
- Adapting the elevator pitch to your style
- Defining and implementing your 'brand strategy' in networking
- Importance of follow-up for business development
- Building the Action Plan for long term success.

"Through the management and business skills training from Next Step, the results our entire management team and professional staff improved immediately – within 6 months retail sales numbers were up and in-store personnel turnover had declined."

Patricia Salmon, VP Operations
Goodwill Industries of the Greater East Bay



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