

NETWORK YOUR WAY TO THE BANK

Tips for turning mixing and mingling into money



Topic description

The art of networking is getting in front of people who have influence. Learning what to say and the right questions to ask will guarantee your mixing and mingling is maximized. Finding fresh prospects, meeting with customers, cultivating new relationships and gaining exposure is the goal. Being unskilled and unprepared to network could cost you the biggest connection of your career. If you'd rather eat worms than enter a room full of strangers and speak to someone you don't know, then this program is for you. Uncover the simple secrets for turning persuasive conversation into money in the bank.

What attendees will learn?

Through personal examples, interactive instructions and time proven illustrations attendees will discover:

- Why networking is a powerful marketing tool
- How to influence perception
- Where to find opportunities to connect
- How to expand your net
- Secrets to a memorable 30 second commercial
- Techniques to set you apart in a crowd
- Ways to expand your sphere of influence
- Tips for becoming a referral guru

Why is this program valuable?

Whether the economy is floundering or flourishing people are always searching for new ways to connect with their customers and their community. Finding a comfortable way to start a conversation, interact with strangers or tell a room full of prospects about your business is the desire of many. Mastering simple techniques for working a room will provide confidants and expand credibility.

This presentation is perfect for someone who:

- Fears meeting new people
- Hates getting up in front of a group
- Seeks economical ways to promote their business
- Needs a new elevator speech
- Desires a unique public persona

Presentation format

Susan's funny experiences and personal stories will illustrate the profitability of networking for business and the personal benefits available to anyone willing to perfect and implement the skills. Attendees will receive practical techniques for approaching strangers, unique ideas for impressing the crowd and

creative ways to get in front of those who have influence. Audience participation is encouraged and rewarded in an entertaining and effective manner.

Speaker biography

Short on cash for advertising, Susan Ratliff turned to networking to connect with potential customers, without spending a fortune. Through trial and error she learned how to effectively mix and mingle with people who have influence, building her display company into an award-winning enterprise and selling it 16 years later. Susan is an author, producer of the Women Entrepreneurs' Small Business Boot Camp and President of Susan Ratliff Presents Inc.

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