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Part of your PR efforts rely heavily on your networking skills. Contacting and meeting influential people within your industry helps promoting your products and services, while improving your company's visibility.

Your networking "targets":

- **Journalists & Editors** – Avoid any kind of "salesy" approach! Ban your sales speech and think about topics that are of interest to them (i.e. their readership) and the type of information you could provide them (i.e. surveys or research produced by your company, white papers, success stories or even better access to customers).
- **Analysts** – They make great speakers for seminars and customer conferences. Analysts also help increase the number of attendees to your seminars & webinars.
- **Professional Associations** – Join the most influential associations within your industry to increase your network and keep up to speed with the latest trends & issues.
- **Keynote speakers** at industry events – Have you heard about them before? Who do they represent and should you contact them to increase your network?
- **Weblogs** – Identify the most interesting blogs covering your industry or related topics. Read them regularly and start posting comments whenever you can add useful information. You'll be surprised by the number of contacts you can make online.

I read an interesting article from [Andrea Sittig-Rolf](#) on networking with keynote speakers. I found it very amusing, but her idea is simple and efficient: How do you get to network with a keynote speaker, when 30 other attendees are trying to do just the same? ANSWER: Contact them in writing beforehand to let him/her know that you'll come to meet him/her at the event!! Simple but it works...

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