

## Top Ten Tips for Turbocharging Your Networking Skills

1. **Step out of your comfort zone** - Instead of sticking with familiar faces, seek out new connections at networking events. You never know who you might meet and what opportunities may arise!
2. **Embrace the power of listening** - Remember the two ears, one mouth rule. Listen attentively to others and show genuine interest in their stories. Building relationships is key, so focus on establishing connections rather than making sales.
3. **Master the art of introduction** - Break the ice with a friendly "Hello, we haven't met, I'm Rob McGregor" while maintaining eye contact. Follow up with engaging questions and show that you're truly interested in what others have to say.
4. **Be a friend to the shy ones** - Look out for people who seem to be standing alone or appear unfamiliar with others. Join them, strike up a conversation, and you might be rewarded with valuable insights and information.
5. **Bridge the gap** - Introduce new acquaintances to people you already know, or ask them if there's anyone in particular, they'd like to meet. This thoughtful gesture will leave a lasting impression and often be reciprocated.
6. **Embrace diversity** - Don't judge a book by its cover. Engage with people who may seem different from you, as they can bring unique perspectives and opportunities to the table. Remember, networking is about expanding your horizons.

7. **Quality over quantity** - It's not about collecting business cards but making meaningful connections. Focus on building a few quality relationships rather than trying to meet as many people as possible.
8. **Give before you receive** - Demonstrate your value by offering free advice and solutions based on your expertise. Show that you genuinely want to help others before asking for the business. It's a surefire way to leave a positive impression.
9. **Follow up with finesse** - Keep the momentum going by sending articles or industry-related news to your new connections. Offer to meet up again to continue your conversation. Regularly reconnect to maintain the relationship.
10. **Make networking a part of your routine** - Practice makes perfect, so make networking a habit. Connect with at least one new person every day, join business networking groups, and utilize platforms like LinkedIn to expand your network. The more you do it, the easier and more natural it becomes!



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