

1. Networking is a key professional skill, not just in sales, but in any function.
2. Networking is a hot and trendy topic, with lots of advice, books and videos available.
3. 72% of current networking advice is already covered in Dale Carnegie's 1938 book "How to win friends and influence people". (Don't quote me on the 72%. I mean "a lot")
4. If you haven't read the book, read it now, or at least the summary, e.g. on GetAbstract.
5. Networking has sort of a bad reputation or even a smell to it for many people.
6. Networking is indeed often done for selfish reasons and transactional.
7. When done right, networking is about connecting with other people at a human level.
8. Your personality type will play a big role in how you interact with others.
9. Whether you are extrovert or more introvert, you can do this.
10. The first key skill in networking is breaking the ice and getting comfortable with strangers.
11. The second important skill is maintaining your network by systematically staying in touch.
12. Can they find you when they need you?
13. When you need them and reach out, will they remember you?
14. As an introvert, leverage your listening skills and be someone people really love to talk to.
15. As an extrovert, be the one who makes the first step and breaks the ice.
16. Introverts may need a bit of deliberate practice with this, and rely more on techniques.
17. Extroverts network more easily; their risk is to talk too much and dominate the conversation.
18. Networking is less about telling interesting stories, and more about asking interesting questions.
19. Strike up a conversation by asking an open question that is relevant and obvious in the given context
20. "How do you like the conference so far?" is good, "Have you been here before?" is not.
21. Wide open questions that leave the other person a lot of room are best.
22. Yes/No questions or questions that are asking for specific information are less helpful.
23. Ask lots of questions, but don't make it sound like you're a police officer interviewing a suspect.
24. When asked a question, remember to "Answer, Add and Ask back":
  - first you respond to the question asked
  - then you add a little information voluntarily (don't over share)
  - then you ask back - the same ("How about you?") or another question.
25. If you and the other person master this technique, this all you will need.
26. Questions I can answer right away and easily are somewhat boring.
27. Questions that make me think a little are interesting.
28. One of the traps for introverts is to spend the whole evening talking to one person.  
Nothing wrong with that in principle, except it's not networking.
29. Gracefully ending a conversation is just as important as being able to gracefully start one: you need to move on, you have networking to do. Practice, practice, practice.
30. Dale Carnegie's first rule of engagement is "become genuinely interested in other people."
31. He doesn't say "Pretend to be genuinely interested".
32. If you're not able to become genuinely interested in other people, stay out of the networking game!
33. Warning: if you're a jerk and you do a lot of networking, you will end up a very well-known jerk.
34. What do you say when you introduce yourself? Is it predictable and boring, e.g. name, job title, employer? Or is it original, fits with your personality, and makes me say "tell me more"?
35. Work on and refine your self-introduction in the format of an elevator pitch. Make it short and sweet, make every word count, practice it. You will need it a thousand times.
36. You might want to develop different versions for different social contexts: one formal for business settings, one more informal for social context, one personal.



The book to read: Dale Carnegie: **How to win friends and influence people** (clumsy title, excellent book)