



Networking Fear – 10 Strategies to Help You Enter a Room

By Sharan Tash

One of the scariest situations for some people is to enter a room full of people that they do not know. Whether it is for a networking event, a business meeting, or even a party, here are 10 strategies to make a “cold room entry” more agreeable.

1. When registering for an event, introduce yourself to the person taking the registration. Ask if you can introduce yourself upon arrival, so that you’ll feel that you have at least one friendly face in the room.
2. Prepare one sentence to quickly introduce yourself to others. This sentence should engage the listener and make them say “Tell me more.”
3. Make sure to wear appropriate attire for the event and for your business.
4. Before entering the event, check your posture and body language. Pull your shoulders back, take a deep breathe, exhale and smile.
5. Enter the room with confidence. Keep your right hand free to be able to shake hands.
6. Scan the room to see where the clusters of people are and determine who the influencers are.
7. Look for “singles” - people that are standing alone. Approach and break the ice. This gives you the host mentality rather than the guest mentality.
8. Be honest about your situation, such as “this is the first time I am attending an event from this organization and I am a bit scared.”

9. Invite others to join your conversation and be the host. Make introductions between all the participants.
10. Be able to exit gracefully to try it all over again.

To learn more about the art of Boomerang Business Development, [Boomerang Networking](#)[™], and [Boomerang Sales](#) and to develop the skills of listening, asking questions and giving, contact Sharan Tash at [The Professional Networker](#) or email Sharan@SharanTash.com.

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