



Strategic Relationship Networking – 7 Tips to Becoming One of the Best by Sharan Tash

You never get a second chance to make a good first impression.

Voice, style of dress, body language and handshake – all contribute to whether you turn a person on or off. In business and personal relationships, image and reputation is crucial.

Research shows that our body language and our tone of voice accounts for 80% of first impressions, with 700,000 unique movements you can see where there can be misunderstanding.

Here are some tips to help you put your best foot forward when developing new business relationships, maintaining the relationships you already have and to becoming a strategic relationship networker.

1. **Tell me about yourself.** The elevator pitch, also known as the 15-second or 30-second pitch allows networkers to share information. The conventional rule of thumb is to say your name, the name of your company and what you do. I challenge you to make it a conversation. Tell a story, talk about your best client, and tell them your name and company at the very end.
2. **Body language.** Maintain good eye contact. If you avoid looking directly at others you may be perceived as remote or

- disinterested. When approaching someone, have an open body stance and a warm, genuine smile that is natural and sincere.
3. **Handshake.** The way you shake hands provides clues to your personality. To make a good first impression, make sure your handshake is firm and dry. To keep your hands dry, keep your palms open and do not close your fists.
 4. **Clothes.** Make sure you wear appropriate attire for each networking event. Purses and brief cases should be left in the car. If you are not sure about the dress code, contact the event organizer.
 5. **Hygiene and grooming.** Men should be clean shaven with fresh breath, neat hair, clean nails and avoid aromatic aftershaves. Women should stay away from overpowering perfume and applying excessive make-up. Chewing gum or a toothpick is not advisable for either sex.
 6. **Listen to others.** We were given two ears and one mouth so that we would listen twice as much as we talk. Communication is a two-way street. If you are talking too much, you will probably miss cues concerning what the other person feels is important.
 7. **Be a giver.** In order to be an outstanding relationship networker, you must know precisely what everyone needs and wants. Be a giver of quality referrals to people that deserve your database connections. Give unconditionally and be generous. You will be surrounded by other givers.

To learn more about the art of [Boomerang Networking™](#), Boomerang Business Development 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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