



# NETWORKING IS MORE LIKE FARMING

EFFICIENTLY CULTIVATING  
MEANINGFUL CONNECTIONS

THE 8 DO'S AND DON'TS OF  
NETWORKING

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# Networking Hunter or Farmer?

Business networking is best compared to farming rather than hunting. Just like hunting for immediate results, hunting-oriented networkers meet people, build relationships, and put prospects directly into their Business Development Funnel. However, this approach lacks leverage and sustainability.

Instead, adopting a farmer-networker philosophy can lead to more fruitful results. A farmer-networker also meets people and builds relationships, but their prospects enter the Business Development Funnel through strategic alliances and referrals from "power partners." This paradigm shift views networking events as "rooms full of gateways" to potential clients.

The challenge for farmer-networkers lies in nurturing and fertilising these relationships before they bear fruit. The process requires time, as trust must be established before prospects become fruitful resources. This is where the "farming initiative" comes into play.

To efficiently manage networking efforts, adopt the following dos and don'ts:



# The 8 Dos of Business Networking

## **Be Genuine and Transparent:**

Approach networking with sincerity and authenticity to build meaningful connections.

## **Set Clear Goals:**

Define networking objectives to focus on what you want to achieve.

## **Listen and Show Interest:**

Actively listen to others and show genuine interest in their experiences and perspectives.

## **Prepare an Elevator Pitch:**

Have a concise and compelling introduction ready.

## **Exchange Business Cards Professionally:**

Offer and request business cards respectfully.

## **Follow Up After Networking Events:**

Send personalised follow-up messages to express appreciation and stay connected.

## **Be a Resource and Add Value:**

Offer assistance or insights to add value to others' endeavors.

## **Attend Networking Events Regularly:**

Consistent attendance helps maintain and build relationships.



# The 8 Don'ts of Business Networking

## **Overwhelm with Sales Pitches:**

Avoid excessive self-promotion and focus on building connections first.

## **Dismiss Small Talk:**

Small talk can be an important icebreaker leading to deeper conversations.

## **Be Inattentive or Distracted:**

Give full attention during networking interactions.

## **Be Pushy or Aggressive:**

Respect others' boundaries and avoid forceful approaches.

## **Forget to Follow Up:**

Always follow up after networking events to maintain connections.

## **Focus Solely on Your Needs:**

Show interest in others' needs and aspirations.

## **Disclose Confidential Information:**

Avoid discussing sensitive or confidential details during networking conversations.

## **Be Disrespectful or Rude:**

Treat everyone with respect, regardless of their position or industry.



# Networking Hunter or Farmer?

By embracing the farmer-networker philosophy, networking can become a sustainable and fruitful endeavor.

Engage with others genuinely, create a long-term plan, and leverage tools like "Inviting" to include others from your network in events.

Remember, what goes around comes around, and the more you invest in cultivating relationships, the greater the rewards for your business and professional growth.

## Time to get Farming!



At SiGNAL we provide workspaces to help you get your business off the ground and grow. From meeting rooms, offices and desk hire, we have workspaces for entrepreneurs, sole traders and micro businesses right in the heart of Bordon.

We also offer fantastic business networking events - because who you mix with matters!

Why not check out the BiZHUB for yourself. Simply go to our events page and book onto our next event!

Find out more about SiGNAL by visiting our website.

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