

A GOOD Networker....	A BAD Networker...
<ul style="list-style-type: none"> ○ Is genuinely interested in other people – is naturally curious ○ Participates in, and contributes to, numerous group activities – not just formal networking events ○ Is engaging - makes others feel important/interesting ○ Is proactive – the first to extend their hand. The first to introduce others ○ Has a good handshake (North America) ○ Respects networking customs in cross-cultural environments (e.g business card etiquette in Japan - meishi) ○ Has simple, readable and scan-able business cards ○ Exchanges business cards at every opportunity ○ Acknowledges and respects the business cards of others ○ Calls people by their names – it's friendly and flattering and it helps others who may have forgotten ○ Has a memorable 28 second introduction memorized ○ Is prepared ○ Knows when to move on – what is the acceptable amount of time to stay with one person or group ○ Understands and adds substance to conversations – they read relevant/current newspapers, books, etc. ○ Acts as a teammate (helps others work the room) ○ Sits two seats over from their networking teammate at table events ○ Mentors others – staff, “wallflowers”, children ○ RSVPs all invitations ○ Gets to events early – then can greet others as they arrive instead of entering conversations that are going on ○ Checks table seatings so they don't waste reception time chatting with tablemates. ○ Dresses appropriately – better to be overdressed than underdressed ○ Hosts their own networking events ○ Ensures their assistants are door openers not gatekeepers ○ Has an effective and organized contact management system ○ Follows up regularly ○ Sends personalized notes that include information useful to their contact. 	<ul style="list-style-type: none"> ○ Doesn't really enjoy meeting people ○ Thinks networking is about collecting business cards ○ Socializes (chit-chat and snacks) with one or two people instead of circulating in a room ○ Invests a lot of energy talking to people they already know (close contacts) ○ Focuses on selling themselves (you may never sell something to someone in your network... this isn't the goal... the goal is to build your web) ○ Forgets to bring business cards ○ Doesn't take or hand out enough business cards ○ Hands out poorly designed or inappropriate cards ○ Sets their expectations too high (I will get a customer today) ○ Does not engage in conversations ○ Does not ask questions – or asks inappropriate ones ○ Assesses an event by the CEO quotient ○ Doesn't make you feel important ○ Judges people ○ Makes inappropriate comments/jokes ○ Disrespects cultural norms/customs ○ Becomes too personal ○ Doesn't focus on you – they constantly scan the room ○ Misses great opportunities – fundraisers, volunteering, galas, golf, etc. ○ Is unaware when they are in a networking opportunity ○ Talks about politics, religion, their children or details about their personal lives ○ Does not RSVP or fails to show up if they said they would ○ Drinks too much ○ Eats while working a room ○ Monopolizes one person's time (clings on) ○ Does not know when or how to move on ○ Forgets to follow up ○ Sends marketing materials the day after an event ○ Turns a new email contact into a pen pal ○ Sends broadcast email messages or form letters.