

International Business Networking - Make the most of trade missions, conferences and 'one to ones'!



International Trade Missions, Events and Conferences allow you to meet a range of potential customers on an equal footing. Business and social functions create opportunities for 'chance' meetings with people who may be of benefit to your business.

Nowadays, many organisers will also provide targeted opportunities for short 'one to one' discussions with key buyers on a pre arranged appointment basis.

'You never get a second chance to make a first impression!'

Whatever the scenario, you need to be able to create instant rapport and credibility, understand the motivations of the other party and be able to talk about your products & services in mouth-watering sound bites. You also need to be skilled in taking the discussion to the next stage.

To maximise your investment in time and money, you need to think through how you are going to tackle networking across every business scenario to maximise the effect!

In this short programme, you will receive a template to follow for 'one to ones' and you will see good/ bad networking examples and then practise your own positive style.

Topics Covered

Thinking about the event

- **Setting realistic objectives**
- **Pre planning** – intelligence, appointment making
- **The RFM Networking Ladder** – the structure to use for all occasions

Meeting buyers/influencers

- **2 way 'Meet the Buyer' template**
- **Diving into the mind of the Buyer**– exploring their needs
- **Social events, speed networking, dinners, conference, exhibitions** – different scenarios, different strategies
- **Pre intelligence**
- **Presenting your product/service in a mouth-watering way;**
- **Matching up**
- **Arranging the next stage**
- **Delivery technique**

Events & Social Functions

- **Approach techniques**
- **Feeling comfortable**
- **Working the room**
- **Understanding different cultures**
- **Body language**
- **Enjoying finding out and making friends**
- **Gentle art of communication and persuasion**
- **Talking areas of competitive edge**
- **Being part of the experience**
- **Answering tricky questions**
- **Asking for the next step – a sale?**
- **Collateral to take with you**
- **Writing up, following up.**

Teaching Style

Interactive with a blend of games and practise. Material is tailored to the needs of the audience. The basics can be delivered in one day but practise of the skills and a follow up is recommended. We practise techniques to maximise your effect at business and social networking scenarios.

Recent events

- Oil and Gas networking – 2014-2017
- 2017 Taste Wales International buyers event
- Mobile and Gaming networking - 2015
- 2014 Business network trade visit USA
- 2014 Networking, World Adventure Summit, Ireland
- Networking at Eurobike, Germany 2014
- Trade mission Shanghai – 2014

Outcomes – previous delegates have said:

- **Greater confidence and control in business networking situations.**
- **More leads and business value out of events and missions.**

What has been said?...

"I found the day very good and I have been at a lot of events in the UK and Abroad but never too old to pick up good habits."

Book Now!!

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