

Maximize Your Mixing

Mixing: mingling through the crowd at a networking event, establishing contacts for future networking and business opportunity.

Workshop Synopsis

A two-hour workshop/seminar, teaching participants to maximize their mixing at networking events, resulting in real Return On Investment in the form of increased pipeline prospects and networking contacts.

Participants will:

- Synthesize the benefits of mixing into an attitude of anticipation of (rather than avoidance of) business networking events.
- Embrace the goal of acquiring new networking contacts at these events.
- Plan for preparedness prior to any mixing event.
- Demonstrate effective mixing skills and strategies.
- Efficiently sort new contacts into relevant categories.
- Apply general mixing etiquette.
- Execute timely follow up on new contacts met at networking events.

We start with a discussion about the benefits of attending business networking events from both an 'immediate results' to a 'long term networking' points of view. Next we delve into why so many people stop themselves from going to a networking event, or they go once without results and never go again.

We introduce specific tools designed to overcome fear and empower participants to go to a networking event, and then practice a few simple yet effective techniques to make it a positive and profitable experience.

Participants will learn a before-mixing checklist to feel confident and at ease.

Specifics on how to effectively start a conversation, how to identify someone as either a prospect or future networking resource, how to establish an agreement for future follow up, and then how to gracefully end the conversation to move on to the next person.

David de Leeuw brings 34 years of sales and sales management experience to his workshop, "Maximize Your Mixing." He built his success on networking, especially at mixers held by local Chambers of Commerce. By fine-tuning a system of mixing and follow up, David's business thrived. In 2009, he founded The Chamber Link (thechamberlink.com) as a service for local chambers, and as an advertising vehicle. Today, his business and message is all about mixing. He developed "Maximize Your Mixing" to give participants an easy to follow system for getting results from networking events.

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