

First Impression Management, Inc.



The Secrets to Networking Successfully

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The Secrets to Networking Successfully

Who hasn't had this experience, at least once in their life? You enter the room, and as you look around, you do not see a single familiar face. Everyone seems to be engaged in conversation and you ask yourself, "How am I supposed to break into one of these groups?" We begin the participants journey on the road to becoming successful networker by defining business networking – what it is and isn't.

Business networking isn't:

- Dropping your card in a prize bowl hoping to win a free prize
- Time for free drinks and food
- Handing out your business card to anyone who will accept it
- Creating a list of people to call on in hopes of selling to them
- Putting everyone who has given you a card on your electronic newsletter e-mail distribution list without a follow up program
- Tacking your card on the bulletin board at your local retailer
- Introducing yourself or being introduced to another person and not exploring a business relationship
- Prospecting to get personal leads

Business networking is:

Diverse people, with diverse products and services, who understand and practice "give and take"

- Developing mutually beneficial win-win relationship with others
- Relationship building with the intent to eventually share referrals
- Promoting you and your good reputation
- Building quality business relationships where there is ease, comfort, reliability and respect
- Serving others without expecting anything in return
- Being confident that the same people you are serving or others will serve you in return

Creating a positive social network is far too important for your personal and business success to ignore. This training teaches your employees the steps that will make networking more enjoyable and it will change their attitude. The good news is that networking is a skill that can be learned. Networking is about getting to know new people.

- *What are the benefits of networking*
- *Why are we afraid of networking events?*

- *Why first impressions are so important?*
- *Your visual image and the message it sends*
- *The impression your attitude makes*
- *Make networking a priority*
- *Understanding and using body language*
 - Eye grammar
 - Facial expressions
 - Head movement
 - Body movement
 - Posture and stance
 - Proximity
 - The importance of your smile
 - Appearance
- *The power of words*
 - Words every businessperson should know and use
 - Words every businessperson should avoid
 - Alternative words and phrases to use
 - Assessing your communication skills
- *Listening skills – your secret weapon*
 - Concentrate
 - Reconfirm
 - Wait
 - Question
 - Respond
- *Verbal communication*
 - Your tonality
 - Geographical dialects
 - Understanding pace
 - Your grammar – how important is it?
- *Your sixty-second commercial*
 - Why have one?
 - The focus of your message
 - Exercise – Create your sixty-second commercial
- *Conversation Skills*
 - Topics to discuss
 - Asking the right questions to break the ice
 - Opening conversation
 - Get the other person involved
 - Your exit strategy
- *Your handshake – the ultimate greeting*
 - Types of handshakes and what they reveal
 - Rules for shaking hands
 - Practice session
- *Exchanging business card with style*
 - The importance of it
 - When to ask for one
 - How to give your card
 - When to give your card
 - Asking for someone else's card

- Using business cards as calling cards?
- *Introductions*
 - What's in a name
 - Who is introduced to whom
 - When you are the introducer
 - When you are being introduced
 - Introducing yourself
 - The total eclipse of the brain
 - Practice session
- *Preparing for the event*
 - Getting over the fear of "Self Introductions"
 - Preparing your 10 second commercial
 - Six degrees of separation
 - Read the newspaper
 - Learn about the associations prior to the event
- *Just prior to entering the room*
 - Name tags to the rescue
 - Check your smile and your clothes
 - Good manners enhance your reputation
- *Points to remember*
 - Take the initiative to meet new people
 - Focus on building rapport by serving others
 - Make people feel good about themselves
 - Position yourself to be remembered
- *Eating and drinking at the event*
- *Turning acquaintances into long term relationships*
 - Make sure you follow-up

About Us

First Impression Management, Inc. is nationally recognized for the quality of the customized corporate training programs it provides on Business and International Etiquette and Protocol, Business Communication, Dressing for Success, Dining Etiquette, Cross Cultural and Diversity training.

Mercedes Alfaro is President and Founder of First Impression Management, Inc. Ms. Alfaro travels throughout the United States and presents informative and up-to-date training programs to Fortune 500 companies, government agencies and Universities. As a business advisor, coach and trainer Ms. Alfaro has the practical skills and knowledge to help others create a successful business presence. Her corporate background spans more than two decades of experience working for IBM (including management, project management, customer service and training). Ms. Alfaro has traveled internationally representing IBM in European and Latin American countries.



In addition to earning a B.S. degree from the University of Delaware and graduating with Honors, Ms. Alfaro is a certified Corporate Etiquette and International Protocol Consultant. Ms. Alfaro is also trained in verbal and non-verbal communication, including Neuro Linguistic Programming (NLP) and is an associate of the Diplomatic and Consular Academy where she does international training on International Etiquette and Protocol.

Ms. Alfaro injects her training with real-life applications that have consistently earned her excellent feedback and increasing success with her clients. Ms. Alfaro is a member of the National Speakers Association, has published articles in numerous business publications and has appeared as an expert etiquette advisor on various television stations including: ABC, CBS, UPN and FOX stations. Ms. Alfaro has also been quoted as an expert in business etiquette in articles published by The New York Time, The Chicago Tribune, the Los Angeles Daily News, the Atlanta Journal-Constitution and the Miami-Herald.

Our Mission

We will provide you with a creative program that inspires your employees to raise their professionalism to higher standards.

Our Culture

We are flexible, innovative, easy to work with, hands-on, fast paced, detail oriented and fun loving.

Our promise to you

- We take great pride in the professional quality of our work
- We are determined to achieve excellence in everything we do
- We make a concerted effort to be the best in our industry