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Accountants & Financial Advisers  
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# Legal Sector Breakfast Briefing

Thursday 5 June 2014

## Networking

This briefing qualifies for 1 hour CPD – Authorisation Ref: EKQ/ARWA





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# Legal Sector Breakfast Briefing

Welcome

Andy Poole  
Legal Sector Partner  
Armstrong Watson





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8.00am	- Arrival and breakfast
8.30am	- Welcome
8.35am	- Briefing – Networking
9.30am	- Q & A
10.00am	- Close



# Networking

always thinking

 Clydesdale Bank |  Yorkshire Bank

Members of the National Australia Group

- New and forgotten knowledge
- Knowledge without implementation or practice simply remains as knowledge
- The world does not come to those who wait



always thinking

# Networking

- What does it mean?
- Why do it?
- We can not just rely on business coming to us
- Where there are people there are business opportunities
- Make things happen
- Out of comfort zone

# Networking – Traits required

- Friendly and personable
- Good self-esteem
- Be brave
- Be generous
- Persistent and resilient
- Listen actively and be interested

# Networking

- Take control
- Give first and receive second
- Give without remembering, receive without forgetting
- Profile
- Confidence



# Attitude

- Cost effective way to grow business
- Be positive about the benefits
- Guest list
- Target names, do your home work
- Objective - agree to make an appointment

# Attitude

- Integral part of your day
- Do not turn down invitations
- Set own goals for the event
- Speak to people you do not know
- Personal relationships all about people

# Working the Room

- Arrive early
- Papers/radio – update to date topics
- Nerves
- Name badge on the right
- Someone on their own
- Ask permission to join

# Working the Room

- Ice breakers
- First names
- Ask them to repeat their name
- Picture their name
- Body language be interested

# Right Impression

- What do you do
- Tell the benefits of what you do
- If they ask questions they are interested
- Small talk
- Care – families religion politics

# Right Impression

- Questions to use
- Let them talk be a good listener
- Gain what interests them
- Polite eye contact

# Move in and Move out

- Need to move around the room
- How to do this
- When hosting have 360 vision
- Open and closed groups
- Stay late if possible
- Say thank you

# Immediately after the event

- Record your follow ups
- Email/call to confirm
- Record personal facts
- Carry out any promises be reliable
- Speed always stuns



# The follow up

- Keep in touch
- Can I call you next week
- Recall the first conversation
- Through the process ask permission
- Make an appointment

# Destroying your Fears

- Fulfilling your promise
- Your call will benefit your contact
- Prepare for the gatekeeper
- Diary open and ready
- Research the business

# Destroying your Fears

- All you want to do is to set up a meeting
- Win over the gatekeeper be polite
- Do not try and sell at this stage
- Explain how they could benefit from a meeting
- From the call, e-mail to confirm arrangements

# Hosting own Events

- Must have a purpose/objective
- Spend money as if it is your own
- There are good costs
- Invitations- best to phone personalise it
- Follow up e mail/letter – advise who else is attending – ask who they want to sit next to

# Hosting Own Events

- Lunch/dinner have a seating plan
- Specialists to invite
- Connecting people
- Venue should reflect your guests

# Hosting Own events

- For a larger event e.g. conference/seminar
- Study the guest list, share with colleagues
- Staff not to group together
- Ensure no guests are on their own
- Ask guests who would they like to meet
- Introduce your colleagues, explain their role

# Hosting own Events

- Do not stay with the same people all night
- Do not just talk to the people you know
- Work the room

# Conclusions

- You are not the only one who is nervous
- You have much to offer
- Connect people
- Be confident
- Manners maketh man





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Questions and Conclusion

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Legal Sector Partner  
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