



NETWORKING

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Week Two Objectives

- Communicate our StartMe Goals
- Begin networking with entrepreneurs and mentors
- Complete mentor selection forms

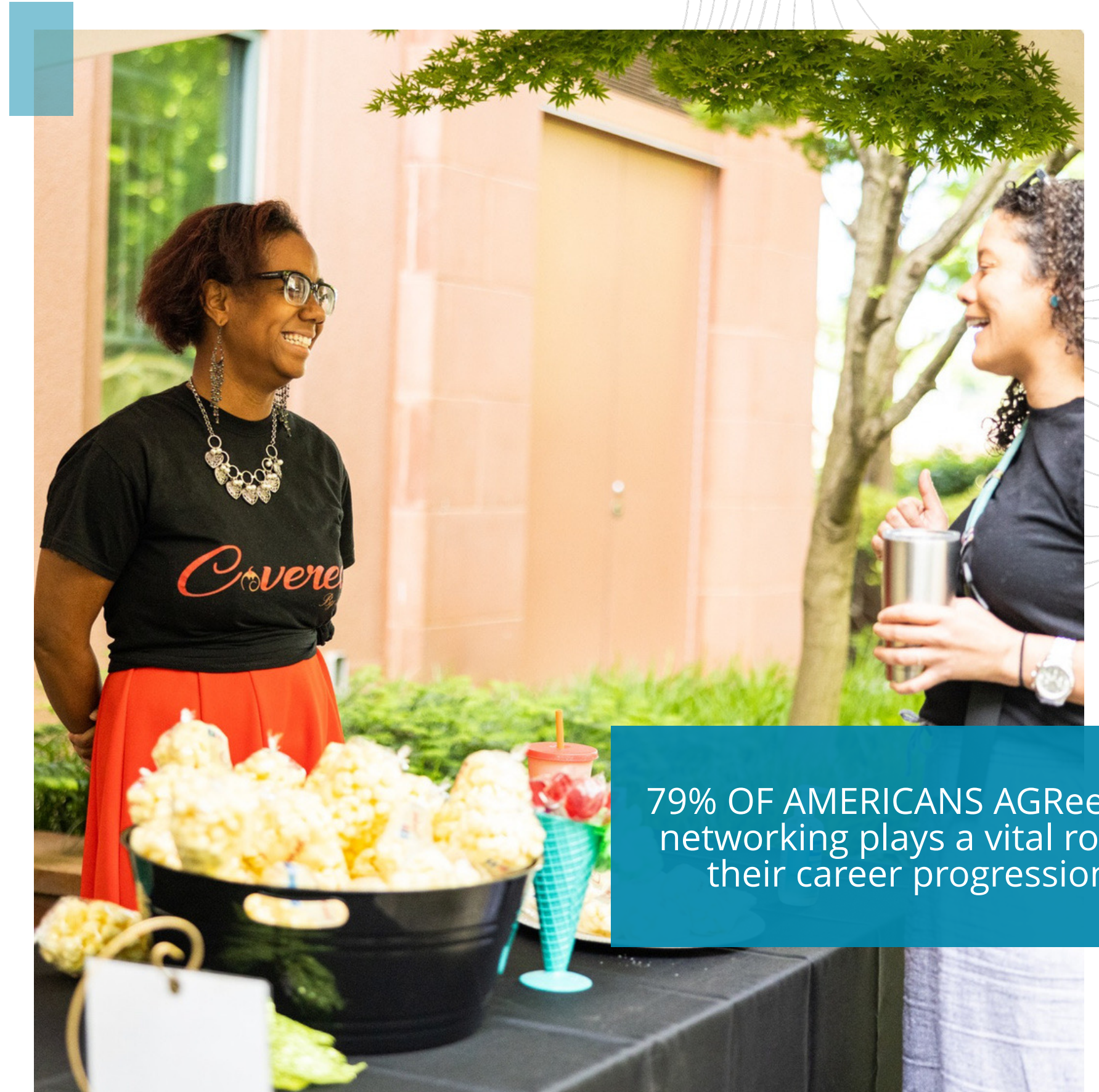




NETWORKING for Entrepreneurs

Business professionals can network with other industry members to learn about new trends, share insights and receive valuable mentorship. Business networking is important because it allows professionals to identify new opportunities and increase their chances of entrepreneurial success.

As an entrepreneur learning to network is one key to your success.



79% OF AMERICANS AGREE that networking plays a vital role in their career progression.



Networking Etiquette

Because networking is so important to relationship building for entrepreneurs, here are a few tips on how to do it correctly.

- Always be considerate
- Be mindful of people's time
- Follow through on your promises
- Wait your turn
- Bring business cards
- Take time to look at someone else's business card
- Follow Up



Networking "Don't"

- Don't be a wallflower, engage.
- Don't sell
- Don't interrupt
- Listen more than you speak
- Don't speak with your mouth full
- Check your phone or your emails



Week Two Homework

- 01 Turn in your mentor selection sheet
- 02 Complete competitor analysis
- 03 Complete defining your market worksheet.

To access online materials and PowerPoints, use the QR code and password "imallin".

