

Conversation Strategies for Networking Success



Sometimes starting conversation can be the most challenging, whether you're nervous or not. What if you have nothing in common? What if you don't know anyone at the event? The truth is... it doesn't matter. With a few conversation starters, you're on your way to being a networking superstar.

Conversation is like a muscle... the more you exercise it the easier it becomes.

TOP 10 'CONVERSATION STARTER' QUESTIONS

- 1. How did you get started in your business?** Everyone loves to talk about their business.
- 2. What aspect of your business are you most proud of?** There might be a certain sector or division that is performing really well and they might like to highlight it.
- 3. What makes your approach to the industry different?** This is where a little bragging comes in to play.
- 4. What do you enjoy most about your profession?** This question elicits a good, positive feeling.
- 5. What's your biggest challenge? Is there someone I know that might be able to help you with that?** The second part of the question is obvious, that's why you are asking it. Sometimes just stating that you are willing to connect them with someone who might be able to help, shows that you care enough to help and that you are a true connector.
- 6. What advice would you give someone just starting in your business?** Everyone wants to feel as though their knowledge and wisdom matter; in fact it does. Many people have a great deal of tips in their toolkit that will benefit others.
- 7. What one thing would you do with your business if you knew you could not fail?** This question is a loaded one – one that people will take a moment to ponder before answering. It's every person's dream!
- 8. Describe the strangest or funniest incident you've experienced in your business.** A little humor is a good thing and these stories are often ones you can share! Everyone has a war story.
- 9. What significant changes have you seen in your industry through the years?** For a seasoned professional, who has the battle scars to prove it, this is their question
- 10. What do you see as the coming trends in your industry?** I love this question. It elicits great responses from new and seasoned business people alike.

If you'd like a little 1:1 help overcoming networking anxiety, connect with us. We offer group or one-on-one coaching and training. deb@yourbrandpower.com