



## Training and Development Professional Program

# Network or Perish!

## ***Business Building Networking Skills for Trainers***

In this interactive half day session, global networking specialist, **Robyn Henderson** from **Networking to Win** will answer all your networking and strategic alliance questions and give you tools and strategies to grow your business and your career fast!

Modules will include:

### **1. MAXIMISING TODAY'S FACE TO FACE NETWORKING & SOCIAL MEDIA POTENTIAL**

Robyn will show you how to engage complete strangers easily and effortlessly. How to confidently enter and exit clusters of people at networking events. How to be remembered positively for all the right reasons. How to capitalise on post face-face networking at events and social media potential. Plus how to build a database from scratch.

### **2. REVENUE ENHANCEMENT & GENERATING ENDLESS REFERRALS**

The benefits of growing your clients business as well as yours. How to network comfortably within your client's organisation and on-site. Why revenue enhancement has become the new added value, client for life strategy that takes less than 5 minutes per day to implement. Identifying your advocates – internally and externally and initiating regular connections with them for mutual benefit. How to cross network within organisations and generate internal and external referrals

### **3. STRATEGIC ALLIANCES AND HOW TO MAKE THEM WORK FOR YOU**

Pitfalls to avoid with prospective allies. How the small fish can turn into the big fish quickly once you prove yourself. Avoiding risk with allies and the importance of quality not quantity.

The difference between networking and strategic alliances. 3 main reasons alliances fail and how to ensure yours work. Your measurement tool and when to identify the alliance has failed for now or for good – and how to walk away without losing face for all parties.

## **The Speaker**



Robyn Henderson is regarded as a Global Networking Specialist. She has authored and contributed to over 25 books (including 15 on networking and business building and 3 on self-esteem and confidence building). Robyn has spoken in 12 countries and has never advertised. All her work comes from networking, referrals and her website.

Her career includes over 20 years as a professional speaker, 10 years in sales and telemarketing management and 13 years in hospitality. Robyn also successfully ran women's networks for 6 years in the '90s and was listed in the Businesswomen's Hall of Fame (1997) and listed in the Top100 Spirited Women of Australia. ( Robyn was presented with the 'Speaker of the Year' award from the National Speakers Association of Australia in 1997 for her contribution to the speaking industry.



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***Business Building Networking Skills for Trainers***

**Date:**

**Tuesday November 15<sup>th</sup> 2011**

**Venue:**

**Cliftons**

80 King William St

Adelaide

**Timing:**

**9am - 1pm**

Morning tea provided

**Register here:** <http://www.aitd.com.au/announcements/sa-network-or-perish>

**AITD Members**                      **\$95.00** GST inclusive

(Exclusive to AITD members only)

**Non Members**                      **\$195.00** GST inclusive