



Sharpen Our Skills

“What Not To Do”

S.O.S. Class 2

June 10, 2016

9 Deadly Sins of Pitching at a Networking Event

1. Sounding bored or unenthusiastic - if you are, why would they feel any different?
2. Talking about transactional things - focus on benefits/case studies.
3. Looking bored when listening to others - respect everyone, introducers come in my guises.
4. Boring people - create a conversation.
5. Using your job title - it doesn't matter to them and says nothing about you.
6. Going for the sale at the event - go for a follow-up appointment.
7. Giving them the answer to their problem at the event - this gives you a reason to follow-up with genuine value afterwards.
8. Keeping them too long - they have people they want to meet too.
9. Forgetting the call to action - this is the reason why you showed up.

