



## ***2. Create an outfit that gets you noticed***

When you walk into the networking event room, it's your outfit and your body language others will notice first. In your salon, pastels may make your clients feel more relaxed, but if you want to be noticed at a networking event, it's high-contrast colours and bold styles that will help you stand out from the crowd. Ladies, you may want to add impact to a simple black dress with a contrasting red or white jacket. And don't forget about your shoes. A pair of striking heels can instantly change your attitude and confidence. Gentlemen, you can enhance a simple white shirt with high-contrast cufflinks in navy or black. Or, choose a white shirt that already has contrasting buttons or colour detail in it.

## ***3. Be bold with your body language***

Body language has a major impact on the first impression we make. By simply adopting powerful body language poses at networking events, you can immediately change your impression from meek and insecure to poised and powerful, regardless of how you truly feel inside. Confident body language stems from good posture. Hold your rib cage up and keep your head held high. When you hold your head high you expose your neck, the most vulnerable part of your body, and project to the networking crowd confidence and poise. Body language does not only influence how others perceive us, it also influences how we perceive ourselves. When you adopt powerful body language poses for long enough, you end up convincing yourself that you are confident and powerful too.

## ***4. Remember and use the other person's name***

When you are engaged in conversation, you will make an impact if you remember and use the other person's name. Hearing our name has an immense impact on how we feel and, if said in a positive tone, can trigger pure joy inside us. It makes us feel important because the other person remembers who we are. Remembering somebody's name is a three-step process. First, when the person introduces himself or herself, actively listen for their name. Second, repeat their name after they have said it to help cement it in your mind. Third, use their name during conversation, but in a natural way. As Dale Carnegie said: "A person's name is to him or her the sweetest and most important sound in any language".

## ***5. Use a quality business card case***

A quality business card case can add that extra touch you need to shift your image from just being seen to being noticed and remembered. It is probably the most underutilised networking tool in western countries, but will absolutely make you stand out from the crowd. Storing your business cards in a proper case will keep them clean and free from bends and creases. When the other person sees you remove your business card from a proper case, they will know that you are somebody who cares about the finer details. When they see you put their card in your business card case, it signals that you hold them in high regard. A few moments of respect for a business contact is free and easy to implement, and can have a solid and long-term positive impact on your salon.

## ***6. Follow-up with a note or email***

The event may be over, but the networking does not stop there. The purpose of a networking event is to give you the first point of contact with potential clients or business partners. To move that first contact toward a fruitful and lasting business relationship, you need to maintain contact after the event. Start by sending a short e-mail or handwritten note on quality business stationary to each person you met at the networking event. Send the note the very next day, and don't forget to mention something special about the conversation you had together. Your thoughtfulness and promptness will show the other person they weren't just another business card on the pile. ■

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