



FUSION

Business Catalyst

Why most Networking Fails

No intention

Intentional networking starts *before* you arrive.

Selling too early

Nobody buys during networking conversations.

No follow-up

The relationship dies before it starts.



THE REAL PURPOSE OF NETWORKING



Level 1 — Awareness

“They know who you are.”

Level 2 — Credibility

“They believe you understand their world.”

Level 3 — Preference

“They think of you first.”



HOW TO NETWORK WITH INTENTION



- Go in with targets
- Try not to open with “What do you do?”
- Become a connector



FOLLOW-UP THAT ACTUALLY WORKS



- Reference something specific

Specificity builds credibility

- Add value

Not a sales brochure

- Keep momentum alive

Low pressure



You don't win because you meet more people.

You win because:

- you're known earlier
- you're trusted faster
- and you're remembered at the right moment

So here's the shift:

- Stop trying to network harder.
- Start networking with intent.

Because:

The right 5 conversations will outperform 50 random ones.





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simon@fusion-business.co.uk

Thank You

Questions or discussion?