

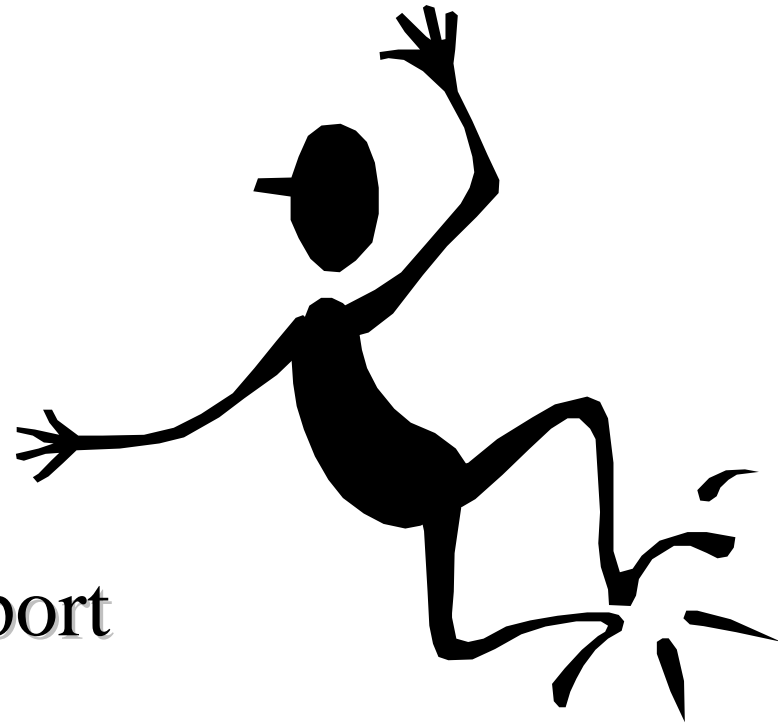
How to Work a Room

Strategies for savvy socializing

Career Services

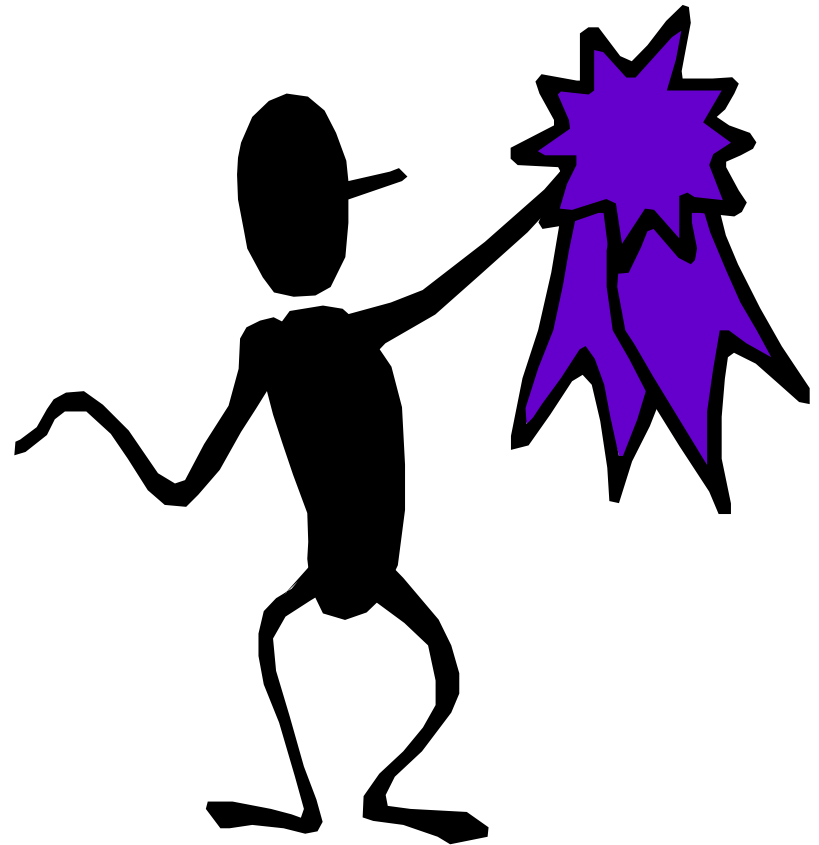
SUNY College at Brockport

Woody 2003



Benefits.....

- You feel better about yourself
- You make invaluable business contacts
- You make other people more comfortable



Why should you work the room?

Turning chores into choices

Plan your payoffs

■ Professional

- Perceived as powerful and in control
- Established connections
- Increased resource / client base
- Gained new information
- Increased business (income)
- Enhanced career opportunities
- Had fun

■ Personal

- Comfort
- Self-confidence
- New contacts / friends
- Newly acquired knowledge
- FUN

How to do it

- Identifying “roadblocks” that inhibit us from being comfortable - and eliminating them
- Strengthening confidence and projecting warmth and sincerity
- Practical tips and strategies for starting conversations, establishing communication and build rapport

The Roadblocks

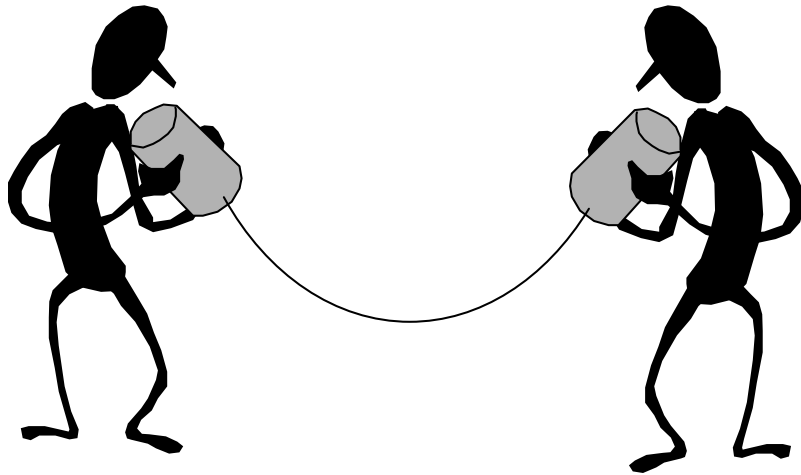
Otherwise known as

Mother's Dire Warnings

The Roadblocks

- Don't talk to strangers
- Wait to be properly introduced (The Scarlett O'Hara Syndrome)
- Good things come to those who wait. (The Prom King / Queen complex)
- Better safe than sorry. (Risking rejection)
- He/She only wants one thing! (The intercepted pass.)

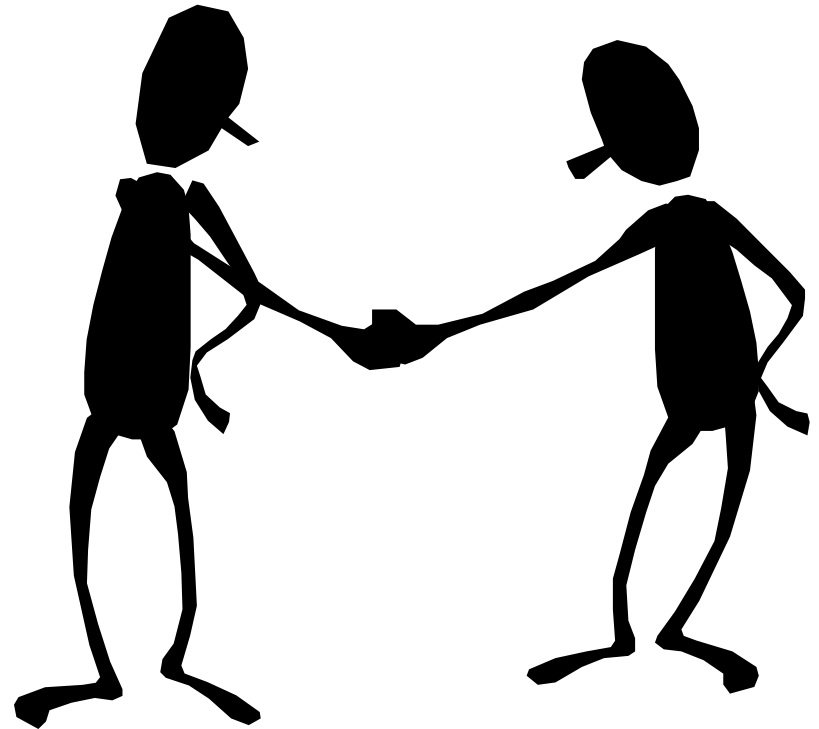
Remedy #1: Redefine the term “stranger”



- Go with your gut reaction
- Use common sense
- Look for things you have in common

Remedy #2: Practice a self-introduction

- Introduction should be tailored to the event.
- Should include your name and something that establishes what you have uncommon with others at the event
- Plan and Practice!!



Remedy #3: Move from being a guest to being a host

- Hosts: Exhibit gracious manners, meeting people, introducing people, be concerned with, and actively contribute to, the comfort of others.
- Guests: Wait for someone to take their coats, offer a drink, and introduce them.
- Ensures that hosts have something to do and have ownership of the event.

Remedy #4: Respond to rudeness as if it were the flu.

- Move on and just walk away.
- Don't escalate the battle.
- Remember: this person's behavior probably has nothing to do with you.



Remedy #5: Anticipate the pass

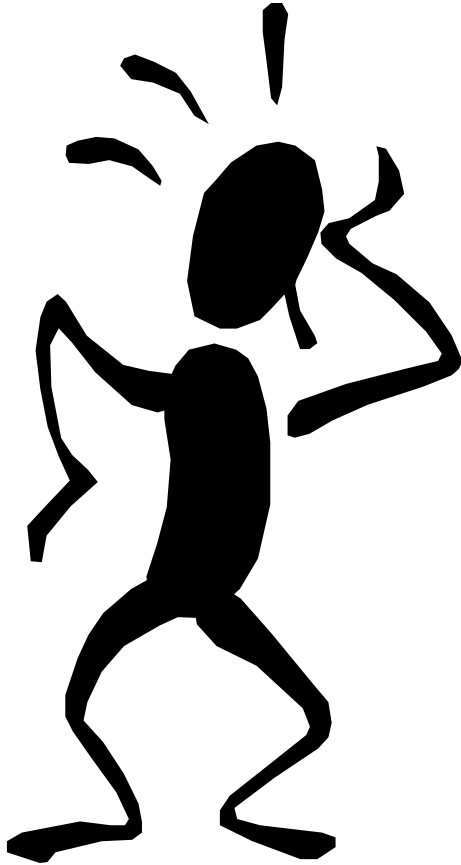


- Don't dress for misperception
- Stay away from double entendres and off-color comments
- Be conscious of body language
- Be clear about your purpose
- If you are a “touchy” person, you may want to be careful in situations where it may be misinterpreted.

Seven steps

- Adopt a positive attitude
- Focus on the benefits of the events
- Plan your self-introduction
- Check your business cards
- Prepare your small talk
- Remember eye contact and a smile
- Practice your handshake

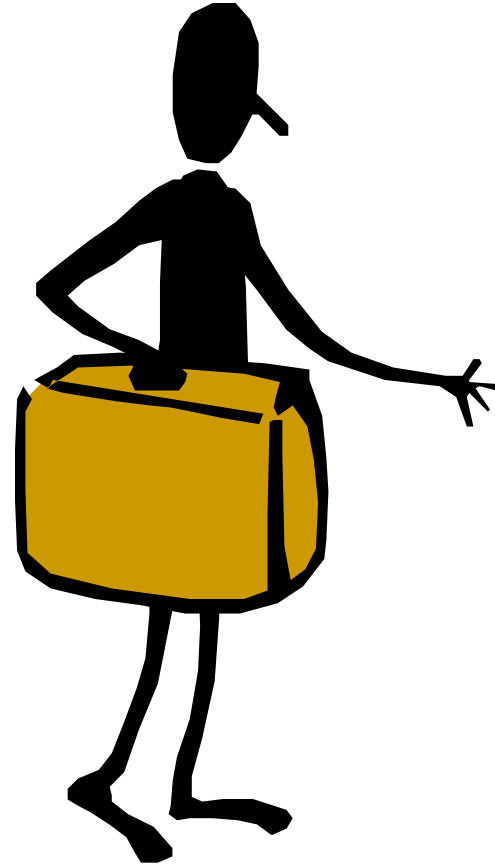
Changing self-talk



- Change negative self-talk to positive.
 - Example: I've always had trouble meeting people. It's just the way I am.
 - Becomes: I'm having fun practicing meeting people and I'm getting better at it all the time.

Guidelines for Business Cards

- Make sure information is readable
- Devise a system for carrying and collecting cards
- Write a note on the back to help you remember each person
- Bring enough cards
- Never leave home without them
- Do not pass out brochures
- If you want to give your card to someone who hasn't asked for it, ask for theirs first
- Don't use sticky hands
- Pass them out discriminately

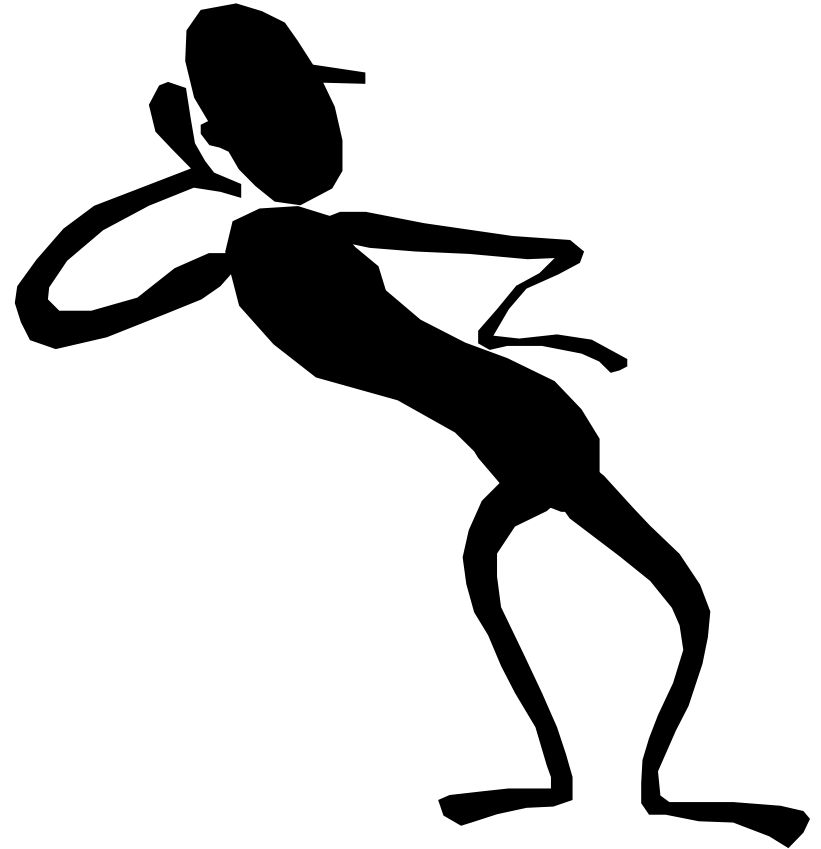


Six keys to conversation

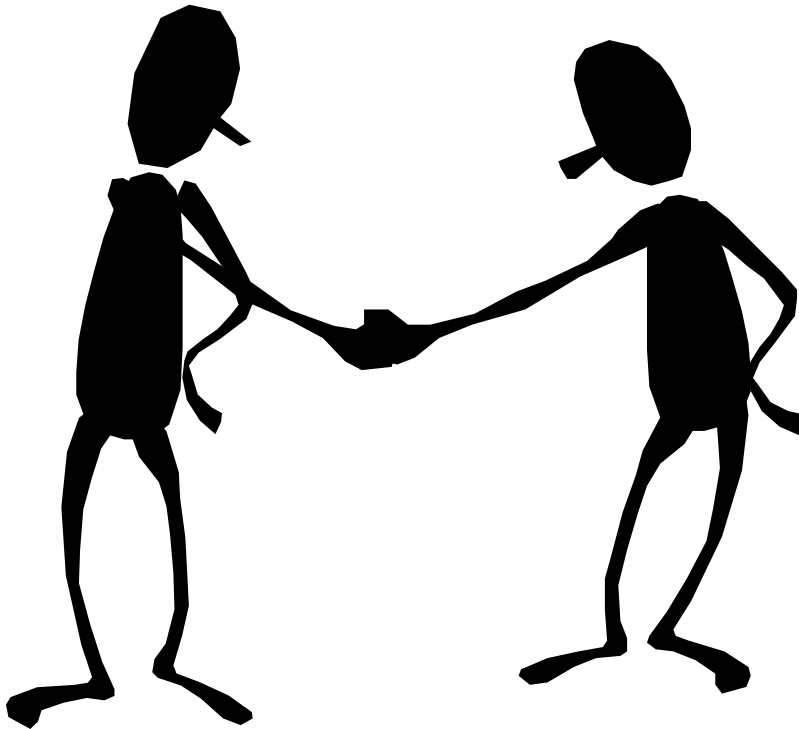
- Read one newspaper a day
- Clip and collect newspaper articles
- Read newsletters, professional journals and minutes
- Take note of other people's humorous stories and take notes
- Use humor
- Listen actively

Listening skills

- Eye contact
- Nodding
- Smiling / laughing
- Relevant questions
- Making statements reflecting similar situations
- Facial expressions
- Body language



Practice your handshakes



- The Jellyfish
- The Knucklebreaker
- The Finger Squeeze
- The Covered handshake

Seven strategies

- The Entrance: Grand or otherwise
- The Buddy system
- The White-knuckle drinker
- Nametags that pull
- Great opening lines
- Moving In: Breaking and entering
- Moving on: Extricating yourself

Recognizing Mr. / Ms. Uncool

- Wandering / calculating eyes
- Use of hurtful humor
- While words may say they are interested in what you have to say, body language indicates otherwise
- Looking to make contact quota

Fatal flaws

- Disparaging humor
- One drink too many
- Monopolizing someone's time
- Dressing too casual
- Dressing too sexy
- Moving around a room with a cigarette or cigar
- Overload buffet plate
- Eating, drinking, talking simultaneously
- Sizing people up by title on nametag
- Patronizing any individual or group
- Loudness
- The hard sell
- Not following through on offers
- Complaining

Tips for Best Behavior

- Treat others with respect
- When it says RSVP, do so.
- Introduce person of “lower” social status to person of “higher” social status
- Use people’s names
- Send thank you’s

Do's and Don'ts

- Allow for serendipity
- Follow up with people you said you would contact
- Bring your sense of humor
- Treat everyone nicely
- Dress appropriately
- Don't smoke cigars, pipes or cigarettes
- Don't drink excessively
- Don't sit down

Your assignment

Should you choose to accept it....

Three things to convey

- Your name
- Your major / job title
- One other fact about yourself

