

## Chapter 1: What's Your NQ?

Since nobody does everything perfectly, take the following self-assessment to determine your **Networking Quotient** and establish a baseline of your networking skills.

1. How do people tend to react to your handshake?
  - a. with a warm smile and interest
  - b. with a grimace of pain
  - c. by releasing your hand as quickly as possible
  
2. What do you see the most of when speaking to someone at a networking event?
  - a. your shoes
  - b. other people around the room
  - c. the face of the person you're speaking with
  
3. What type of comment do you hear most frequently at networking events?
  - a. "Hi. Is this your first time attending one of these?"
  - b. "Wow It seems I see you everywhere I go."
  - c. "I know I've seen you a couple of times, but I'm afraid I don't remember your name."
  
4. Say you've spoken with someone several times before at previous networking events. If she were to introduce you and your business to a third party, what would she say?
  - a. she wouldn't know enough about you or your business to introduce you
  - b. after a quick glance at your name tag to refresh her memory, she'd (probably) pronounce your name correctly, then give a brief, perhaps somewhat vague description of your business

- c. she'd confidently and energetically share your name, your company name, and a brief one-liner describing the work you do
5. What's your most typical behavior when entering a networking event?
  - a. make a beeline for someone you know
  - b. seek out a friendly new face and introduce yourself
  - c. get something to drink and hope someone friendly will introduce herself
6. How would someone describe your conversational style at networking events?
  - a. "Getting her to say anything is like pulling teeth."
  - b. "Boy, she's a great listener."
  - c. "I couldn't get a word in edgewise."
7. What do you consider an appropriate way to ask for help in making a particular kind of contact?
  - a. there *is* no appropriate way to do this
  - b. "Who do you know who.....?"
  - c. "I'm looking for a connection to someone who \_\_\_\_\_. Do you know anyone like that? Would you be comfortable introducing me to them?"
8. What do you typically want to accomplish at a networking event?
  - a. to make one or more contacts for a new potential client or strategic partner *and* to give one or more referrals
  - b. to get to the buffet before the food is all gone
  - c. to see who you run into
9. When you introduce yourself, what information — other than your name and that of your business — do you share?

- a. your job title
  - b. a list of the products and services you offer
  - c. a brief statement of the sort of problems you solve for your clients
10. What best describes your attitude toward networking events?
- a. they're okay, especially if food's being served
  - b. it's an exciting way to make connections that will benefit others as well as yourself
  - c. they're better than a root canal without anesthesia—but not much

These questions address Ten Top Networking Oopses. If you're in the mood for instant gratification, you can jump to appendix A to see how you scored. If you prefer the thrill of discovering and applying new information as you go, read on to find ways to avoid these mistakes and put your best foot forward.