



CENTRAL BANK OF EGYPT
Egyptian Banking Institute

Networking & Referral Growth

Customer Growth & Experience Excellence



10519



In-Class



8 hours

Course Description:

This program equips participants with the skills to build, expand, and leverage professional networks to drive business growth and opportunities. It focuses on relationship-building, structured recruitment approaches, and developing others through mentorship and ethical practices. Participants will learn how to grow influence, attract the right people, and sustain performance through strong networks, effective communication, and continuous development.

Target Audience:

- Sales and business development professionals
- Relationship managers
- Team Leaders

Course Objectives:

By the end of this course, participants will be able to:

- Explain the principles of network-based growth and relationship-driven business models
- Build and expand a high-quality professional network using structured approaches
- Attract, engage, and onboard the right individuals through effective communication and positioning
- Develop and sustain network performance through mentorship, training, and ethical practices

Course Outline:

Module 1: Foundations of Network-Based Growth

- What is network-driven growth (beyond the MLM concept)
- How relationships drive opportunities and revenue
- Role of trust, credibility, and influence
- Common misconceptions and risks

Module 2: Building & Expanding Your Network

- Leveraging personal and professional networks
- Creating and managing contact lists

- Digital networking (LinkedIn, social platforms)
- Generating and qualifying leads

Module 3: Attracting & Engaging the Right People

- Identifying the right profiles
- Communicating value effectively
- Delivering impactful presentations/pitches
- Engagement and follow-up strategies

Module 4: Developing & Sustaining Network Performance

- Mentorship and sponsorship models
- Training and enabling others
- Performance support and coaching
- Ethical practices and reputation management
- Sustaining long-term growth

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in the group exercises.

Course completion will grant participants:

0.6 CEUs

Course Language:

- Training Material: English
- Facilitation: Bilingual

Prerequisites:

None