

GBS Day24

Fill in the blanks.

Answer Key: 1. implying 2. intuition 3. involved 4. cue 5. stable

LEAD-IN What is business networking? Look at the definition below and try to complete the gaps.

Answer key:

Business networking means making use of meetings with other people involved in the same kind of work, in order to share information, help each other, etc. Networking events give businesspeople an opportunity to meet and converse with colleagues and potential clients.

➤ Tips for Successful Business Networking Skills

The prospect of walking into a business networking event or conference can be daunting, but meeting new contacts and building relationships is essential to growing any business. When done right, networking can help you build a bigger circle of contacts and form mutually beneficial relationships. Here are some tips to help you work the networking circuit and reap the rewards.

1. Prepare a 30-second introduction beforehand: "Hi, I don't think we've met. My name's Mark Johnson. I work for ABC Corp. We provide . . ."
2. Put your phone on Silent.
3. When you meet a new contact, smile, shake hands, and introduce yourself.
4. You might bump into acquaintances. But don't stick to them. You are there to introduce you and your business to new clients.
5. Make sure you avoid holding your glass in your right hand, which you should keep free for shaking hands.
6. There's undoubtedly a variety of conversations held during networking events. Instead of thinking about what you want to say next, listen actively to the people you meet and react appropriately. Take general interests during conversations by asking questions. Listen closely for information that will help you ask questions to keep conversations going. If you are constantly looking over their shoulder to see who else is out there, you will miss the chance to make a meaningful connection with the person right in front of you!
7. The first key to networking is to be helpful and friendly. The true goal of networking should be to help others. When you are talking to someone, always keep in mind what you can do for them.
8. Although giving your undivided attention to the new contact you are speaking with, don't spend the rest of the event with the same person. Mingle and meet as many contacts as possible.
9. Before requesting a business card from guests, invest in meaningful conversations to learn more about their businesses and interests. Once you've built a rapport, you can ask for a card.
10. Once you make a connection, nurture it by becoming a trusted contact. Send them articles that are related to their businesses and projects, send them well wishes for holidays and birthday or send a referral their way, staying in touch beyond exchanging business cards is beneficial. Your goal should not be to collect a stack of business cards but to make real contacts that will further your career. There is no need to hand out thousands of business cards. Instead, focus on building relationships with people that are relevant to you and your business.
11. Some interactions may not seem completely worthwhile at the time, but you never know who will pop back into your business life someday so it is important to maintain good relationships with everyone. You should be willing and happy to offer help and advice without expecting anything in return. Think of it as a way to "pay it forward" and earn some good business karma! In doing so, you will endear yourself to a number of new business contacts and leave them with a solid first impression of you and your business.
12. A day or two after meeting someone for the first time, send them a short follow-up email. This is a great opportunity to continue building a relationship. To make your follow-up stand out, try to reference something you discussed during your conversation or include a link to an article you think they will find

interesting. If you have trouble remembering specific details about people, jot down a few notes on the back of their business card after you have finished talking.

13. Watch your hands when you are speaking to people. Pointing and over-gesticulating can make people uncomfortable, particularly if you invade their personal space. Be aware of the actions you take with your body and the proximity of theirs.

➤ Look at the dialogue below and try to complete the gaps.

Answer key:

(Starting a conversation with a stranger)

A: Excuse me, do you mind if I join you?

B: Not at all.

(Talking about your job)

A: What line of work are you in?

B: I'm in the grocery line.

(Talking about your company)

A: So, what company are you with?

B: I'm with a Japanese company called Kaichi.

A: What does your company do exactly?

B: We publish children's books.

A: I've heard of your company before. Where are you based?

B: In Matsumoto. And what about you? What do you do?

(Ending a conversation politely)

A: Sorry, I really have to go now. It was great meeting you.

B: It's been a pleasure talking to you.

(Exchanging business cards is often a signal you want to end the conversation)

A: Listen, do you have a card?

B: Sure, here's my card.

Match each definition (A – J) with today's vocabulary word (1 – 10)

Answer Key:

A- 3; B- 4; C-1; D-5; E-2; F-10; G-7; H-9; I-6; J-8

Fill in the blanks.

Answer Key: 1. undivided 2. daunting 3. further 4. nurtured 5. rapport