Networking & Business Etiquette

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Networking & Business Etiquette
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An activity by which business-people meet to form relationships and to recognize, create, or act upon opportunities, share information and seek potential partners for future endeavors.
Networking
How To’s
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How To’s:

Have A Goal

✓ Ask “Why Am I Going?”
✓ Who Do You Want to Meet? (or how many ppl?)
✓ What’s Success?
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How To’s:

Make An Effective Introduction <i.e. elevator speech>

✓ Make Eye Contact/Firm Handshake/Smile
✓ State Name & Something About Yourself
✓ Indicate An Interest or Why You Are There

https://www.themuse.com/advice/9-tips-for-navigating-your-first-networking-event
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How To’s:

Make An Effective Introduction <examples>

✓ I’m Brian Jones, and I am a senior, marketing major, looking to graduate in Spring 2023.

✓ I’m Joan Brown, I recently graduated from the University of Memphis….

✓ I’m James Smith from ACME Incorporated….
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How To’s:

Listen...Speak

✓ Finish Intro ➔ Make Statement/Ask Question
✓ Pay Attention to What’s Being Said
✓ Remember Points to Comment On
✓ Watch Your Body-Language...Be Interested.

https://www.themuse.com/advice/9-tips-for-navigating-your-first-networking-event
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How To’s:

Have Questions Prepared *(show interest)*

✓ How do you like working for your company?
✓ What’s the culture like at your company?
✓ What’s your primary role or responsibility?
✓ How did you get involved in your field?

https://www.themuse.com/advice/9 tips for navigating your first networking event
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How To’s:

Dress To Impress

 ✓ Be Professional
 ✓ Know the Event/Organization/Attendees
 ✓ Be Comfortable

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Introductions
Things to Consider
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Small Talk

• Be aware of current events, BUT avoid politics, religion, philosophical “views.”

• Sample Questions....
  - “Do you follow Tiger sports?”
  - “Do you volunteer for other activities?”
  - “How do you think my generation can help the community?”
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How To Interject....

• Approach the person, if their body-language is “open.”
• Nod, smile...until there’s a break in conversation.
• If body-language is closed, then find them later.
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How To Close....

• Don’t monopolize their time. (5 mins per person)

• Look for spot to end…“Great to talk to you...I’ll let you mingle with some others...I’ll be sure to follow-up.”
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Afterwards…

• Make notes about who you met.

• If you have business card, send very quick/short e-mail.

• Connect on LinkedIn.

• Add people to your contact list.

https://www.linkedin.com/learning/networking-for-sales-professionals/how-to-work-the-room-at-a-networking-event
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“Common Sense Ques”....

• Be Responsive To Communications

  ✓ Respond to Invitation (RSVP if requested or decline request)
  ✓ If you commit….show up.
  ✓ Be Aware of “Personal Space” communication
    − Breath, Cologne, Neatness, Hygiene

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“Common Sense Ques”....

- Light Means Light
  - Hors d’oeuvres (small dishes, appetizers, etc.)
  - Don’t over-load your plate (maintain cup & plate “balance”)
  - If necessary, eat before you get there (goal is not to get full)
Questions?