



A Prototype Presentation to the  
**Technology Student Association**

*“Business Networking Crash Course”*

***Would you rather be Lucky or Smart?***

Your #1 way to get lucky is to build your professional network

Presented by Kim Brand

With thanks to [Hazel Walker](#), Business Networking International ([BNI](#))

- I. Why am I presenting this course? Who is the audience? Why should you care?  
*The 3 Ps: Power, Prosperity, Patriotism*
  
- II. Why is networking such a powerful tool?
  - a. Humans crave relationships [human behavior]
    - i. Networking is misunderstood as a sales tool
    - ii. It is an Empathy Magnet
  - b. Trust economizes transaction costs [economics]
    - i. Meeting builds trust – seeing is believing
    - ii. The circle of trust – doing business with someone you know (or someone you know knows) reduces fear of losing/regret)
  - c. Unselfishness is recognized and is rewarded with openness and honesty [social responsibility]
    - i. Rotary Four Way Test  
*I joined Rotary in 2008 – at least \$500K in benefits*
    - ii. BNI: [Givers Gain](#)
  - d. By the numbers [math]
    - i. [Six Degrees of Kevin Bacon](#) – actually 3.6 ([Facebook study](#))
    - ii. If you know 20 people, chances are the people you know do too – that’s 400 people in your network (\* 400 = 160,000)
    - iii. It’s not: ‘Who you know’ it’s ‘Who knows you’
  
- III. What is networking good for?
  - a. Is networking just for selling? NO!
  - b. Learning, Partnering, Inspiring, Connecting, Serving, Revolutionizing, Safety, Marriage, Grief Counseling, *Amplifying your impact!*
  - c. *Natural Intelligence* (as opposed to AI) based recommendation engine
    - i. A great way to solve problems, source goods, *get curated advice*
  - d. Relationships require investment – mind the ROI (Return on Investment)
    - i. Networking requires *nurturing*
    - ii. Some people are not worth the investment – *be polite & move on.*

#### IV. BASIC Networking Skills

- a. Retail versus wholesale networking (Linkedin, Facebook groups, Clubs, Sports, Church, Causes/Charities/Service)
  - i. Leadership in volunteer organizations (JAG, BPA, TSA, etc.)
  - ii. Public speaking – be ready to speak! (Toastmasters)
  - iii. Create your Linkedin profile now!
- b. Remembering names: (Dale Carnegie)
  - i. Always ASK for the person's name
  - ii. Be sure you pronounce it correctly – repeat it several times
  - iii. Your personal business card – is it needed today?
- c. Your headline: The answer to the inevitable question: “*What do you do?*”
  - i. Shorter than a tweet and certainly not an elevator pitch
    1. Fits on a license plate, billboard, pen, bus
  - ii. Magical – evokes a question: “How do you do that?”
  - iii. Memorable – You are the answer when someone asks someone you know: “*Where can I find . . . ?*”
  - iv. Motivational – energizes someone to help you
- d. The Art of Conversation
  - i. [10 Keys to a great conversation](#) by Celeste Headlee
  - ii. Read “[The Art of Mingling](#)” by Jeanne Martinet.
  - iii. Be a “[True Gentleman](#)” by John Walter Wayland defines a True Gentleman as one:

“...who speaks with frankness but always with sincerity and sympathy; whose deed follows his word; who thinks of the rights and feelings of others, rather than his own; and who appears well in any company.”
  - iv. *Read to be Ready* – be the resource people turn to for advice.
- e. Show genuine interest – **be genuinely interesting** – curiosity is a compliment
- f. Follow-up & follow-through
- g. Reliability & professionalism
- h. Always emphasize the positive
- i. Building a networking is more like a crock-pot than a microwave: it takes time, possibly decades – **start now!**

#### *Business Networking Reading List*

Dale Carnegie – “[How to Win Friends and Influence People](#)”

#### [The Rotary Four Way Test](#)

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill and better friendships?
4. Will it be beneficial to all concerned?

#### [Reddit recommendations](#)

# Importance of Business Networking

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Networking is one of the most important skills that you could learn in order to make your business a success story. The majority of small business owners believe that they can just start a business, and the customers will come. The bad news is that, this isn't true. In fact, according to [Bloomberg](#), eight out of ten businesses fail within the first 18 months due to poor management and few customers. In order to lower the risk of failure, business owners look for ways to make themselves more successful and distinguished, and business networking is one way to do this. Here are a few reasons why business networking is so important:

## **Generate Referrals and New Business**

One reason that business networking is so important is because networking can help you generate new business through referrals. When you reach out to other business professionals through networking, you will build up a professional relationship with them. Since they will be networking with others as well, over time, you will be connected to hundreds and sometimes even thousands of individuals. Through recommendations and word of mouth, many of these people have the potential to become future customers.

## **Opportunity to Get Professional Advice**

Most people will not go into business as experts, so there is always an opportunity for them to learn from others who already have experience. When you have a network of other business professionals, it can be quite easy to reach out to them for advices and recommendations. Though not all experiences are the same, there are certainly some generalities that occur with all business owners. When these things happen to you, problem solving can be much easier when you have a strong network.

## **Excellent Source for Marketing Your Goods and [Services](#)**

Another reason that business networking is important to a small business owner is because you will have a built-in source for marketing. Marketing can take a lot out of your budget, and for many small business owners, this is more than they can afford when starting a new company. However, when you have a strong network, marketing can happen automatically. Take social media marketing, for instance. This is a common, effective and affordable way to market your business, and your network can help. Connecting with your network through social media; such as [LinkedIn](#), [Facebook](#), [Twitter](#); then marketing your business will open up the opportunity for them to share your information with others through re-tweets or Facebook statuses.

These are just a few of the reasons why business networking is so important to your [small business](#). Connecting with people who have business experience and building up your network with these people will certainly help your business grow and become more successful. Find out more by reaching out to other business professionals or consulting companies that can help your business grow.

# Ten Commandments of Networking

By Dr. Ivan Misner

**1. Have the tools to network with you at all times.** These include an informative name badge, business cards, brochures about your business, and a pocket-sized business card file containing cards of other professionals to whom you can refer new business.

**2. Set a goal for the number of people you'll meet.** Identify a reachable goal based on attendance and the type of group. If you feel inspired, set a goal to meet 15 to 20 people, and make sure you get all their cards. If you don't feel so hot, shoot for less. In either case, don't leave until you've met your goal.

**3. Act like a host, not a guest.** A host is expected to do things for others, while a guest sits back and relaxes. Volunteer to help greet people. If you see visitors sitting, introduce yourself and ask if they would like to meet others. Act as a conduit.

**4. Listen and ask questions.** Remember that a good networker has two ears and one mouth and uses them proportionately. After you've learned what another person does, tell them what you do. Be specific but brief. Don't assume they know your business.

**5. Don't try to close a deal.** These events are not meant to be a vehicle to hit on businesspeople to buy your products or services. Networking is about developing relationships with other professionals. Meeting people at events should be the beginning of that process, not the end of it.

**6. Give referral whenever possible.** The best networkers believe in the "givers gain" philosophy (what goes around comes around). If I help you, you'll help me and we'll both do better as a result of it. In other words, if you don't genuinely attempt to help the people you meet, then you are not networking effectively. If you can't give someone a bona fide referral, try to offer some information that might be of interest to them (such as details about an upcoming event).

**7. Exchange business cards.** Ask each person you meet for two cards—one to pass on to someone else and one to keep. This sets the stage for networking to happen.

**8. Manage your time efficiently.** Spend 10 minutes or less with each person you meet, and don't linger with friends or associates. If your goal is to meet a given number of people, be careful not to spend too much time with any one person. When you meet someone interesting with whom you'd like to speak further, set up an appointment for a later date.

**9. Write notes on the backs of business cards you collect.** Record anything you think may be useful in remembering each person more clearly. This will come in handy when you follow up on each contact.

**10. Follow up!** You can obey the previous nine commandments religiously, but if you don't follow up effectively, you will have wasted your time. Drop a note or give a call to each person you've met. Be sure to fulfill any promises you've made.