

In this unit:

- how to make networking work for you
- being interested, positive and interesting



4.1 Talking points

- 1 Consider these questions.
Is networking important for your job? Why / why not?
What topics do you talk about?
- 2 While you watch other people talking about the questions above, compare their experience with yours.

4.2 The meeting

- 3 Matt is attending a trade fair and meets Sanjit and Sabine from SaveIT for the first time. As you watch the video, decide if the statements are true or false.
 - 1 Matt is too early for lunch.
 - 2 Sanjit works for an IT company that designs networks and intranets.
 - 3 Matt is the Head of Finance at an energy company.
 - 4 Matt's company wants to improve its IT security.
 - 5 Sabine created the company, SaveIT.
 - 6 SaveIT is at stand 42.
 - 7 Sanjit goes back to the stand because there's no one there at the moment.
 - 8 Sabine and Matt decide to have lunch in a café.



- True / False
- True / False
- True / False
- True / False
- True / False
- True / False
- True / False
- True / False

4.3 The expert view

4 As you watch Andrew talk about successful networking, answer the questions about his three rules.

Be interested

Be positive

Be interesting

- 1 Why is it important to show interest?
- 2 How do we show that we are interested?
- 3 What will happen in most cases if we show interest?
- 4 What should you talk about? What shouldn't you talk about?
- 5 What kinds of positive comment can you make to the other person?
- 6 What should you do when you say goodbye?
- 7 How much information should we give about ourselves when we meet someone new?
- 8 Why is it important to give a bit more information than usual?

For a summary of how to network effectively, read the article on pages 53–54.

4.4 Analysis

5 Watch the meeting between Matt and Sanjit again. Make notes of any examples of the three rules of networking, including any useful expressions that Matt or Sanjit uses.

	Matt	Sanjit
Be interested		
Be positive		
Be interesting		

4.5 The expert feedback

6 Watch Andrew's analysis of Matt and Sanjit's meeting. How do his comments compare to your views?

Language focus

4.6 Making conversation

- 1 In the video, Matt and Sanjit ask lots of questions at the beginning of their conversation. Match their questions 1–6 below to the correct responses in a–f.
- How are you finding the trade fair?
 - Do you have a stand here?
 - Networks? What area?
 - How about you?
 - What kind of energy company?
 - So what brings you to the trade fair?
- I'm with an energy company.
 - We're an energy provider. But we also provide services to companies ...
 - Well, we're here to improve our web presence but we also need to improve security.
 - Busy! There's so much to see.
 - Well, we specialize in IT security for networks and so on.
 - Yes, we do. I'm with SaveIT. We're an IT company specializing in networks.

- 2 Now watch the first part of the video and check your answers.

Giving information about you and your company

- 3 Matt and Sanjit ask and give information about themselves, their work and their companies. For example:

SANJIT 'We're an IT company specializing in networks.'

Write the missing words in these sentences.

- specialize provide head up charge responsible overseeing
head based
- I'm the _____ of Marketing for SaveIT.
 - We're _____ in Stuttgart.
 - We _____ in IT security for networks.
 - We _____ services to help companies train their staff in IT.
 - I'm in _____ of our Internet advertising.
 - I'm _____ for implementing our sales strategy in Latin American.
 - At the moment, I'm _____ our new project in Vietnam.
 - I _____ the Finance Division in Shanghai.

TIP: SHOWING INTEREST

Notice how people use these kinds of expressions before the follow-on question:

I see.

That's amazing!

Sounds interesting.

I can imagine.

Really?

It's important to use rising intonation to sound sincere:

→ *That's amazing!*

→ *Really?*

Showing interest with questions

- 4 In the video, Matt and Sanjit show interest and ask follow-on questions to develop a business relationship and find connections. For example:

MATT 'I'm with an energy company.'

SANJIT 'I see. What kind of energy company?'

Match the statements to the follow-on questions.

- I work in event management. **a** That's fascinating. Where in Asia?
- Our sales have doubled in two years. **b** I see. What kinds of events do you organize?
- Currently I'm based in Hong Kong. **c** Really? How do you like it there?
- My company designs software to analyse market trends. **d** Sounds interesting. Is that for the stock market?
- We've opened five more offices in Asia this year. **e** I can imagine. How long did it take?
- Setting up a new IT system took a long time. **f** That's impressive. What's caused the increase in sales?

- 5 Think of another new question for each of the statements in a–f to show interest.

- 6 Work with a partner. Make sentences about your job and your company using the verbs in 3 and show interest in your partner's comments, using the phrases and questions in 4.

Entering and leaving the conversation

- 7 In the video, Sanjit brings Sabine into the conversation with Matt and then leaves.

'Sabine, let me introduce you. This is Matt Lauder, he's head of IT at an energy firm ... Nice meeting you Matt. You have my contact details – please feel free to get in touch ...'

Read these lines from a conversation between Joanna, Rachel and Piotr. Number lines 1 to 9 of the dialogue in the correct order. The first and last lines have been done for you.

- Joanna: Piotr. Let me introduce you to someone. This is Rachel Franks. Rachel, this is Piotr.
- Piotr: Nice to meet you too.
- Piotr: Yes, in fact I visited the office in Sydney. It's a great city.
- Joanna: Rachel works in our sales office in Sydney. I was just telling her about your recent fact-finding trip in Australia.
- Rachel: Glad you liked it. If you come to Sydney again, please drop me a line.
- Rachel: Yes, it was good to meet you too.
- Rachel: Hello. Nice to meet you Piotr.
- Piotr: Thanks. I will. I'll get your details from Joanna. Anyhow, I'd love to stay and talk but I'm afraid I've got a meeting. It was really nice meeting you Rachel.
- Piotr: I hope we meet again. Bye.



Meetings task: networking

You are going to practise a networking situation with everyone else in your group. You are all attending a trade fair on future technologies in business.

- 1 Work on your own. Prepare notes about yourself, or create a new role for yourself using the *Useful phrases* in the box opposite. Be prepared to talk about the following things:
 - What is your name? Where are you from?
 - What does your company do? Where is it based?
 - What's your main area of business? What are you in charge of?
 - What is your reason for being at the trade fair?
- 2 Everyone in the class stands up and starts networking. Start talking with one other person for a maximum of three minutes. Try to find out something about their job or business and establish a connection between both of your jobs and companies.
- 3 At the end of the three minutes, end the conversation and meet someone new.
- 4 Continue this process and try to meet everyone in the room. As the networking develops, introduce people you met earlier to new people you are talking to. Suggest possible business connections between them.
- 5 At the end, tell the rest of the group about anyone you think would be a good business contact in the future.

Task assessment

You can use this assessment form to assess your own or another person's performance in networking. Note down examples of their or your behaviour to support your feedback.

How interested was this person?	Very interested <input type="checkbox"/>	Fairly interested <input type="checkbox"/>	Not very interested <input type="checkbox"/>
Comments:	_____		
How positive was this person?	Very positive <input type="checkbox"/>	Fairly positive <input type="checkbox"/>	Not very positive <input type="checkbox"/>
Comments:	_____		
How interesting was this person?	Very interesting <input type="checkbox"/>	Fairly interesting <input type="checkbox"/>	Not very interesting <input type="checkbox"/>
Comments:	_____		

Useful phrases

Starting the conversation

Is this seat free?
 I don't think we've met. I'm ...
 How are you finding the trade fair / the conference, etc.?

Introducing yourself

I'm ... Nice to meet you.
 Nice to meet you too.
 Here's my card.
 I'm in charge of ... / responsible for ... / deal with ...
 I'm in IT ...
 I work as an IT consultant ...
 I'm with / I work for an IT company ...
 We specialize in ... / produce ... / develop ... / manufacture ... / design ...

Making conversation

Why are you at ...? What brings you to ...?
 Tell me more about ...
 What do you think about ...?
 I imagine that ...
 What about you?

Showing interest

Really? How interesting.
 Right. / I see. / I can imagine.
 Do you? / Are you? / Does it? / Is it?
 That's interesting / fascinating / amazing.
 Sounds fascinating.

Introducing others

Do you know Sabine?
 Have you met Sabine?
 I think you should meet ...
 Would you like to meet her?
 Matt, meet Sabine.
 Matt, this is ...
 Let me introduce you to ...
 He / She's in charge of ...
 I was just telling Sabine about ...

Leaving the conversation

Sorry, I have to go ...
 It was really interesting talking to / meeting you.
 It was good to meet you.
 It was nice meeting you.
 Maybe we can meet again later.
 Would you like to meet up again later?
 Let's keep in touch ...