

Career Seminar

Or
How to Give
a Business Card Gracefully



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Exchanging business cards is one of the most basic, yet commonly botched, parts of networking with professionals.

Your Tools for a Networking Event:

- Dressed well,
 - Confidence is high
 - Body language is clearly communicating you are a person worth knowing.
- You're 50% there.

And then you fumble the business card exchange process!



This procedure will teach you **WHEN** and **HOW** to smoothly exchange business cards with professionals.

Business Cards are not Junk Mail

Keep your business card to yourself.

DO NOT hand out your business card to everyone you see as if you are passing out \$20 bills. Have you ever had someone come up to you while you are talking to someone else and slip a business card in your hand and keep moving?



This type of card pass is the equivalent to receiving junk mail at your house. Unless you asked for information about the Tremble 3500 vacuum cleaner, chances are you are not going to joyfully read the advertisement that came in the mail.

Consider Controlling the Information Flow

1. **Give** your business card to someone **when they ask for it**.

However.....



2. Ask for a way of contacting someone after the event.

Now you get **THEIR** contact information

You have control over the networking follow up

Passing out 20 cards does not mean 20 follow up

BUT

Receiving 20 cards does mean that you can follow up with 20 people.

Thou Shalt Not Waste Contact Information



Always Always Always Follow Up on Contact Information

Ways to Follow Up on a Contact

- Send an e-mail
- Make a quick call
- Send them a physical card

We of the Benedictine College of Business will be using the **physical card approach**. Send them a note on your new correspondence paper:

- Where you met
- Why this meeting was important to you --- some new tidbit of information you obtained
- Ask for career guidance: could they meet you for coffee to discuss your resume?

Thou Shalt NOT Fumble

1. You need as many cards as there are professionals at the event. About 50
2. You will need some paper to write on if you need it. 3 x 5 cards in your coat pocket or your purse is the usual route
3. You will need a pen to write notes or provide additional information
4. Ladies, you will need a way to manage your cards (like a card holder) if you do not have pockets in your suit.
5. Turn your phone off and put it in your jacket pocket or purse

You will need to **PRACTICE** the following procedures on how to hand off information gracefully.

Business Card Exchange Management: MEN

Men:

Left Hand: Beverage

Right Hand: free to shake hands, give/receive business cards.

Keep YOUR business cards in your right pant pocket.



Business Card Exchange Management: MEN

When making the exchange, extend the card with your right hand.

For men- after you have the professional's card, put the card in your inside left jacket pocket.



Business Card Exchange Management: Women



For women, business card management is slightly trickier at a networking event. You will carry a **SMALL** purse with very little in it. Have your cards loose and easy to retrieve within purse. Keep them in an open envelope.

You hold your small purse in two fashions:

- Over the shoulder
- Over your left arm

To hand off or receive card:

- Pull over the shoulder purse in front of your body and gracefully retrieve card and extend it
- Over the arm is easier. Open and retrieve card and extend it.

Easily accessible to avoid fumbling the exchange.

Your purse should be easy to open and close gracefully

Business Card Exchange Management: Women

For women-

Until you have a system, keep your cards loose in the body of the purse

Put cards you receive in the pockets of the purse



Close Conversation and Move on

Once the business cards have been exchanged, it is time to move on. You do not want to consume too much of someone's time because there will be many more people for them (and you) to meet.

After the event, review the business cards you received and send them a hand written thank you note. Reference what you spoke about at the event so they have a chance to remember who you are.



Why Business Cards are Here to Stay



That business cards are thriving in a digital age is a forceful reminder that there is much about business that is timeless.

Take, for instance, the eternal and inescapable question of whether you can trust someone.

The number of things that machines can do better than humans grows by the day. But they cannot look people in the eye and decide what sort of person they are. And they cannot transform acquaintanceships into relationships.

A good deal of business life will always be about building social bonds—having dinner with people, playing sport with them, even getting drunk with them—and the more that machines take over the quantitative stuff the more human beings will have to focus on the touchy-feely.

Business cards are also proof of a second timeless principle—that hierarchy still matters. Exchanging business cards is not just a way of sparking a conversation. It is a way of placing people correctly in the pecking-order without the embarrassment of asking them their formal title.