

The background of the slide is a photograph of a business meeting. Several people are seated around a wooden table, looking at documents and a laptop. A coffee cup is also on the table. A large teal overlay covers the left and center portions of the image, containing the main title text.

# NEW BUSINESS ENGLISH 6

## Lesson 21 Networking



# LEARNING GOALS

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- ◆ Starting Business Networking
- ◆ Tips for Building Strong Networking



# Warm-up

◆ How will you start your networking with a stranger?







**Abby Lee, a sales representative of Allie Swan, attends a trade fair. She is looking for networking opportunities. She meets Tracer Brown, a cosmetic distributor, and engages in conversation. Finally, they exchange contact information.**



## Situational Dialogue

Listen to the audio.

**Abby:** Hello, I'm Abby. I work as a sales representative at Allie Swan, **specializing** in selling products through multiple platforms.

**Tracer:** Nice to meet you, Abby. I'm Tracer Brown, a cosmetic **distributor**.

**Abby:** The products in our company have **made their grasp** on the overseas market and received excellent feedback. And now we are looking for distributors who can distribute our products to several companies. Would you mind if I set up a quick call next week to talk about any cooperation opportunities?

**Tracer:** Sure. I would be willing to discuss it with you.

**Abby:** Here is my business card. Let's keep in touch!

## Role-play

Read the dialogue and answer the questions.

**Abby:** Hello, I'm Abby. I work as a sales representative at Allie Swan, specializing in selling products through multiple platforms.

**Tracer:** Nice to meet you, Abby. I'm Tracer Brown, a cosmetic distributor.

**Abby:** The products in our company have made their grasp on the overseas market and received excellent feedback. And now we are looking for distributors who can distribute our products to several companies. Would you mind if I set up a quick call next week to talk about any cooperation opportunities?

**Tracer:** Sure. I would be willing to discuss it with you.

**Abby:** Here is my business card. Let's keep in touch!

## ∴ Starting Business Networking

	Key Points	Expressions
Step 1	Start by introducing yourself	Hi, my name is ... Nice to meet you!
Step 2	Summarize what you do	I work as ..., specializing in ...
Step 3	Explain what you want	I'd love the opportunity to ... I'd appreciate it if ...
Step 4	Finish with a call to action	Would you mind ...?



*Try to introduce yourself and network step by step.*

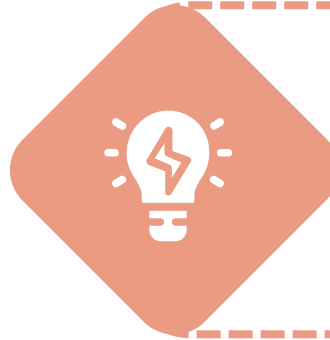
# Learning Goals

## ∴ Tips for Building Strong Networking



### **Consider what you can offer**

Consider what you can give to someone else and what you're willing to offer.



### **Let curiosity lead the way**

Getting people to talk about what they care about can help you build a stronger connection.



### **Set bigger goals**

Create networking goals bigger than your own benefit to avoid getting intimidated or demanding.



### **Find common ground**

Have general questions prepared to ask about people's interests beyond their work life.



*What kinds of questions will you ask to show your curiosity and interest?*



# Oral Practice

## Scenario:

You are a salesperson from a toy company. You meet a young mother who also owns a small daycare center downtown. Try to build a network with her. What would you say to successfully exchange contact details with her?



## ∴ Starting Business Networking:

- 1. Start by introducing yourself*
- 2. Summarize what you do*
- 3. Explain what you want*
- 4. Finish with a call to action*

# Overview

## Keywords and expressions:

*specialize/ distributor/ make one's grasp*

## ***Starting Business Networking***

- 1. Start by introducing yourself*
- 2. Summarize what you do*
- 3. Explain what you want*
- 4. Finish with a call to action*

*Made by Sensen  
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