



BBA

Semester VI

Calicut University

Networking in Business

Course Code: BBA6CJ304 • Module 3 Notes

1. Identifying Opportunities & The Elevator Pitch Framework

Maximizing networking return on investment requires evaluating events strategically and delivering a crisp, high-impact verbal introduction known as an **Elevator Pitch**.

Structure of a High-Impact Elevator Pitch (30–60 Seconds)

A compelling professional introduction follows a four-part architecture:

1. **Identity & Professional Role:** Who you are and your primary domain of expertise.
2. **Target Problem & Solution:** The specific market problem you solve and the value you deliver to clients or organizations.
3. **Quantifiable Proof / Distinction:** A key metric, achievement, or unique methodology that sets you apart.
4. **Engaging Call to Action:** An open-ended question that transitions the conversation back to the listener.

Sector-Specific Elevator Pitch Examples

Finance & Analytics Pitch

"I am a financial analyst specializing in automated risk modeling. I help mid-sized firms optimize portfolio yield using AI analytics, having recently reduced credit defaults by 18% for a regional fund."

Marketing & Strategy Pitch

"I manage digital growth campaigns for e-commerce brands. I scale customer acquisition through data-driven SEO and funnel optimization, boosting organic revenue by 35% in my last role."

2. Physical and Digital Networking Tools

Modern professionals utilize a combination of traditional physical tools and modern digital applications to exchange contact credentials and manage relationships.

Networking Tools Comparison

Tool Category	Specific Examples	Primary Advantage & Best Practice
Physical Business Cards	Standard paper cards, premium embossed cards.	Tactile, traditional; essential in formal/high-context international business settings.
Digital Contact Cards (NFC / QR)	Popl, HiHello, Blinq, digital vCard QR codes.	Instant smartphone tap-to-save; updates contact info dynamically without reprinting.
Event Networking Apps	Whova, Eventbrite, Brella, LinkedIn QR scanner.	Pre-event attendee searching, messaging, and pre-scheduled 1-on-1 meeting booking.
Personal CRM Tools	Notion, Hubspot, Dex, Folk, Airtable.	Tracking contact interaction history, birthdates, follow-up reminders, and conversation notes.

3. Effective Follow-Up Protocols and Common Mistakes

An initial meeting at an event is merely an introduction; the actual networking relationship is built during the post-event follow-up phase.

The 48-Hour Follow-Up Protocol

To convert casual event contacts into active network connections:

- 1. Timely Personalized Outreach**

Send a personalized email or LinkedIn connection request within 24 to 48 hours of meeting, referencing a specific topic discussed.
- 2. Deliver Immediate Value**

Attach a relevant article, introduce a contact, or send a resource related to a challenge they mentioned during your conversation.

Ten Fatal Mistakes in Business Networking

Avoiding critical missteps that damage professional reputation:

- **1. Treating Networking as Transactional Selling:** Pitching products immediately upon meeting someone instead of building rapport.
- **2. Failing to Follow Up:** Collecting business cards but never making contact post-event.
- **3. One-Sided Monopolizing of Conversations:** Talking exclusively about oneself without asking about the other person.
- **4. Only Networking When Unemployed:** Reaching out to contacts only when desperately needing a favor or job lead.
- **5. Ignoring Personal Boundaries & Netiquette:** Sending overly familiar or intrusive messages at inappropriate hours.

4. Developing and Managing a Business Contact Database

A systematic contact management system transforms an unorganized list of names into a structured, searchable strategic asset.

Contact Database Architecture & Tiering

A well-structured personal CRM or contact database should categorize contacts into strategic tiers:

- **Tier A (Core Network):** Mentors, key clients, close partners (Contact monthly).
- **Tier B (Active Contacts):** Industry peers, regular suppliers, past colleagues (Contact quarterly).
- **Tier C (General Network):** Event acquaintances, digital connections (Contact semi-annually).

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