

## Conversation Starters / Questions to Ask

- Tell me about your business. What do you do?
- What's the most unique aspect of what you do?
- What is your biggest challenge?
- What's the best thing that happened to you in your business this year?
- What is your biggest wish for next year?
- Could you describe one of your typical workdays for me?
- What project have you been working on lately?
- Do you have employees (manage/lead a team)? If so, what's the most difficult thing you have to deal with relating to your employees?
- What's your biggest personal accomplishment is so far?
- What do you hope is your biggest accomplishment in your career?
- What got you started in this business?
- What do you mind most enjoyable about your job?
- What do you love about the industry that you are in?
- What should I be listening for to find a good lead or prospect for you?
- What is it like to work at your company? Is there a lot of teamwork and collaboration?
- How would you describe the corporate culture?
- Your business (or job) sounds very \_\_\_\_\_ (creative, innovative, technology-savvy, customer-focused, etc.) Can you tell me more about that?
- What developments on the horizon could affect your company/industry?
- If you could start all over again, would you change your career path in any way? Why?
- How do most people enter this profession?
- Can you recommend any courses I should take before I graduate?

## Common Networking Mistakes

- Not treating everyone with respect.
- Unrealistic expectations – expecting a job/internship/referral
  - Expecting a call after only 1 or 2 encounters (or 20 minutes).
- Attending events...instead of engaging. Showing up late or leaving early. If you just show up for the presentation, how can you engage?
- Not having business cards.
- Forgetting to follow up
  - Stay accountable. If you told someone you would do something (follow up, send a resume, send information), then do it.

## Books

Some are available to be checked out; others can be used in the office

- **Buffalo Book of Lists** – list of top companies in various industries like banking, advertising, healthcare...
- **How To Work A Room** (by Susan Roane) – Strategies for Savvy Socializing
- **Make Your Contacts Count** (by Anne Baber and Lynne Waymon) – Networking Know-How For Business and Career Success
- **Never Eat Alone** (by Keith Ferrazzi) – Secrets to Success, One Relationship at a Time
- **Thanks!** (Robert A. Emmons) – How the New Science of Gratitude Can Make You Happier
- **The Power of Nice** (by Linda Kaplan Thaler and Robin Koval) – Conquer Business World with Kindness
- **The Science of Influence** (by Kevin Hogan) – How to Get Anyone to Say Yes
- **The Start-Up of You** (Reid Hoffman and Ben Casnocha)
- **Vault Guide to Schmoozing** (by Lerner, Shen, Oldman, Hamadeh, Hamadeh) – Making Contacts and Building Rapport
- **Who's Got Your Back** (Keith Ferrazzi) – New Program to Build Deep, Trusting Relationships that Create Success
- **Your Are a Brand!** (Catherine Kaputa) – In Person and Online, How Smart People Brand Themselves for Business Success

## Alumni Contacts

- **CRC MentorLink** – through the MentorLink LinkedIn group <http://mgt.buffalo.edu/mentorlink>
- UB Career Services **Mentors** - through Bullseye <http://www.ub-careers.buffalo.edu>
- CRC Alumni lists – go to the CRC or email your CRC staff person
- LinkedIn (alumni site) <http://linkedin.com/alumni>

## Professional Associations and Student Organization/Chapters

- School of Management student clubs <http://mgt.buffalo.edu/clubs>
- Functional Area Resources (organizations based on job function) <http://mgt.buffalo.edu/careertools>

## Online Networking Resources

- **Vault Career Insider** (through BizLink)
  - **Vault Guide to Schmoozing** (download online, or hardcopy also available in the CRC resource area)
- 40 Questions to Ask in an Informational Interview (link on MentorLink page below)
- MentorLink – help in understanding the process <http://mgt.buffalo.edu/mentorlink>
- Networking section of CRC website - <http://mgt.buffalo.edu/career/students/networking>