

## Business Cards – Is it Better to Give or to Receive?

Most networking events feature a flurry of business cards. Some people seem to think it's a contest to see how many business cards they can give out in as little time as possible. They may be making a huge mistake and wasting their investment in even the greatest-looking business cards.

Obviously the whole point of getting business cards is being able to get more customers for your business. That requires handing them out. While you don't want to be stingy with them, you also don't want to look like your goal is to get to the bottom of your box of cards.

There are more and less effective ways to give your cards to people. In some cultures, there are entire rituals surrounding the exchange of business cards. While that's not the case everywhere, there's a lesson to be learned – have some respect for the exchange.

Have some pride in your business and don't make your business card as easy to get as air. Don't walk around with a stack of cards in your hand, passing them out to every person you see. It's better to have them in a business card holder that you have to actually open. This shows you have respect for yourself, for your business, and for your cards, and that you are choosy about who you do business with. Wait until someone actually asks for your card, then open your case and hand them a couple of cards.

When you do hand out your cards, always give two. You can suggest your new contact may find that they've got a contact who needs you. The implication, then is that you are a business person others will want to recommend to their contacts. At the same time, always be the first in a conversation to ask for another's business card, and ask to have two so you can pass their information along when you find another who needs their products and services.