Effective Social Networking

Tools You Need to Sell Yourself and Enhance Your Career

@barbaragiamanco  #newhandshake  #socialsellxl
About Barb

Barbara Giamanco is the co-author of The New Handshake: Sales Meets Social Media and Social Centered Selling President and Social Sales Strategist. An experienced sales and social media consultant, speaker and coach, Barb was recognized by Inside View as one of the Top 25 Influential Leaders in Sales. She has a proven, 30-year track record in generating sales and capped a corporate career at Microsoft, where she led sales teams and coached executives. Throughout her sales career, Barb has sold $1B in products and services.
Let’s Talk About

- Social Media Basics
- Strategy for Social Sales Success
- How to Leverage Technology
Social Media = Social Business

Standout organizations are 57% more likely than their peers to allow their people to use social and collaborative tools.

People don’t do business with companies.

People do business with people.

Source: IBM 2010 CHRO Study
LinkedIn grew by 55%.
Facebook reached 55% of the world’s online population in October 2011.
Twitter usage grew by 59%.
YouTube #2 search engine
Google+ now over 65 million users.

April 2012: Facebook users = 900M+
Good News?

Facilities Managers are using social...

- 49 percent on Facebook
- 23 percent participate in discussions on LinkedIn
- 13 percent have Twitter accounts

Bad News...

Most are using for personal and not for business!

Source: Building Operating Management survey

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Company Benefits

- Brand awareness
- Customer loyalty
- Market research
- Product innovation
- Buyer intelligence
- Demand generation
- Communities work for you
Professional Benefits

- Networking
- Industry Trends and Education
- Credibility Building
LinkedIn – Now Over 150M Users
Over 50% of members are now international

135M+

75%**
Fortune 100 Companies use LinkedIn to hire

>2M**
Company Pages

~2B**
People searches in 2010

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LinkedIn Members (Millions)

2004 2005 2006 2007 2008 2009 2010
Twitter

- Micro-blogging tool
- 200+ Million Tweets sent daily
- Real-time snippets of conversation
- Listening vehicle using search
- Visibility
- Track topics with hash tags (#newhandshake)
- Follow competitors

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Leverage Video and Pictures

YouTube

flickr

Pinterest

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How Facilities Managers can use Social Media
The biggest way facility managers can capitalize on social media is to establish relationships with their customers.
Possible Uses

- Soliciting feedback
- Emergency Communication
- Project status updates
- Local deals; i.e. airport vendors
Example

At San Jose International Airport, in San Jose, Calif., social media is used as a way to reach customers and as a vehicle for customers to get comments back to the facilities department. When the powered seating in the terminals had to have outlet upgrades, updates on the progress of the project were pushed out on the airport's Facebook and Twitter accounts. (Take a look at www.facebook.com/flysanjose.) Posts are also made when airlines change location or a new food venue is opening or to provide updates on spur-of-the-moment situations, like an issue with a security line. Conversely, the traveling public can use the platforms to let facilities know if a restroom needs attention, for example.
5 Ways to Succeed with Social Media
“We don’t have a choice on whether we DO social media, the question is how well we DO it.”

– Erik Qualman
Career Success Requires...

- Business Acumen
- Social Media Savvy
- Sales Skills
- People Skills
And...

- Have a plan
- Define your audience
- Pick the RIGHT tools
- Implement consistently
- Measure and track

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Brand Matters
Buyers complete **80%** of the buying cycle before interacting with sales.

—Source: HBR, Gartner
90% of recruiters and hiring managers have visited a potential candidate’s profile on a social network as part of the screening process.

69% of recruiters have rejected a candidate based on content found on his or her social networking profiles.

68% have hired a candidate based on his or her presence on those networks.
During which phase of the hiring process do you look at social networking sites to screen prospective employees?

- After initial conversation with the prospective employee: 47%
- After receiving an application: 27%
- After detailed conversations with the prospective employee: 15%
- I don't use those sites to screen prospective employees: 7%
- Right before making an offer: 4%
Getting Started
Use Social to Connect on a Personal Level
Cultivate a Strong Network

Your Network of Trusted Professionals

<table>
<thead>
<tr>
<th>Description</th>
<th>Connections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your trusted friends and colleagues</td>
<td>1,654</td>
</tr>
<tr>
<td>Friends of friends; each connected to one of your connections</td>
<td>615,300+</td>
</tr>
<tr>
<td>Reach these users through a friend and one of their friends</td>
<td>12,077,000+</td>
</tr>
<tr>
<td>Total users you can contact through an Introduction</td>
<td>12,694,000+</td>
</tr>
</tbody>
</table>

18,116 new people in your network since November 2

Barb’s Network in November 2011

Your LinkedIn Network

- **1,919** Connections link you to 13,838,813+ professionals
- **39,292** New people in your Network since April 15

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Create a Compelling LinkedIn Profile

Barbara Giamanco
Greater Atlanta Area | Management Consulting

Barbara Giamanco

Definitely pay attention to this upgraded LinkedIn Group Search functionality!

LinkedIn's New Group Search: Helping you find the right conversation...

Every day, millions of professionals like you are talking on LinkedIn’s Groups to find opportunities, share knowledge, and learn from each other. This is why today we’re announcing some important improvements to group search.

Like (1) • Comment • Share • See all activity • 1 hour ago

Current
President and Social Sales Strategist at Social Centered Selling LLC
Sales Meets Social Media Consultant, Speaker, Trainer, Author and CEO at Talent Builders, Inc.

Past
Sales Director at Microsoft Corporation
Sales & Sales Management at Ingram Micro, Aldus Corporation, Egghead Software

Education
Coaches Training Institute
Orange Coast College
University of Phoenix

Recommendations
29 people have recommended Barbara

Connections
500+ connections

Websites
Social Centered Selling
Sales Meets Social Media

SMEI - Selling is Social
Selling is Social and Buyer 2.0 Controls the Conversation
SMEI – April 4, 2012
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More from your industry | More from connections | Customize this?

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Engage with Content

**Box.net Files by Box.net**
Add the Box.net Files application to manage all your important files online. Box.net lets you share content on your profile, and collaborate with friends and colleagues.

**Reading List by Amazon by Amazon**
Extend your professional profile by sharing the books you’re reading with other LinkedIn members. Find out what you should be reading by following updates from your connections, people in your field, or other LinkedIn members of professional interest to you.

**Blog Link by SixApart**
With Blog Link, you can get the most of your LinkedIn relationships by connecting your blog to your LinkedIn profile. Blog Link helps you, and your professional network, stay connected.

**SlideShare Presentations by SlideShare Inc**
SlideShare is the best way to share presentations on LinkedIn! You can upload & display your own presentations, check out presentations from your colleagues, and find experts within your network.

**Polls by LinkedIn**
The Polls application allows you to collect actionable data from your connections and the professional audience on LinkedIn.

**Company Buzz by LinkedIn**
Ever wonder what people are saying about your company? Company Buzz shows you the twitter activity associated with your company. View tweets, trends and top key words. Customize your topics and share with your coworkers.
Make Sure You Can Be Found

LinkedIn Account Type: Basic

Your Dream Is Out There, Go Get It. We'll Protect It. Get a Quote w/ American Family Insurance.

Share an update

Attach a link

When building services biz remember 3 ways to build yo... More » 1 hour ago

All Updates Talent... Coworkers Shares More Recent Top

Jamie McLennan likes this comment by Marc Zazeela in Sales Playbook
What are the biggest challenges facing sales professionals today? Paul - While technology may have changed the ways we look at for things, I don't think the challenges

13 Your profile has been viewed by 13 people in the past 3 days.

71 You have shown up in search results 71 times in the past 3 days.

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Be Visible – Share Updates

- News
- Highlight others
- Your thoughts
- Industry trends
- Promote events
- Share company page
Demonstrate Expertise

Atlanta Chapter of International Facility Management Association (IFMA)

Non-Profit Organization

IFMA Atlanta would like to recognize just a few of our sustaining patrons this month.

DeKalb Office is a Silver-level Sustaining Patron - their website is

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Netiquette

DO...
- Share value
- Personalize invitations
- Highlight others
- Say “Thank You”

DON’T...
- Self promote
- Misrepresent
- Argue

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In Closing...

- There is no turning back
- Embrace social media
- Be visible, add value
- Demonstrate credibility
- Use the right tools
- Be consistent

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What Did You...
#1 Standout Organizations are...

More likely to allow their employees to use social media:

A: 80% of the time
B: 5% of the time
C: 57% of the time
#2 How many users are on Facebook?

A: 232 Million
B: 900 Million
C: 759 Million
#3: What is 1 professional benefit to using social media?

A: Education
B: Online shopping
C: Writing book reviews
#4: How many LinkedIn members are international?

A: 80%
B: 35%
C: 50%
#5: Social media is...

A: A passing fad

B: Entertainment

C: An important strategic drive for business today
#6: What are the 5 elements of a successful social media strategy?

A: Dive head first, do nothing, have someone else do it for you, hope it goes away, participate once a month.

B: Plan, target audience, choose the right tools, implement consistently, measure & track

C: Jump on Pinterest, start a Facebook fan page, read a book, ask your kids to do it for you, pretend it doesn’t exist.
#7: How do you make your LinkedIn profile compelling?

A: Leave it blank

B: Add content with applications

C: Include pictures of the kids
#8: Twitter is...

A: Where people talk about what they had for lunch

B: A waste of time

C: A micro-blogging tool
#9: One netiquette do...

A: Lie about your credentials
B: Tell other people they are stupid
C: Promote the work of others
#10: What are some potential uses for facilities managers?

A: Soliciting feedback
B: Emergency Communication
C: Project status updates
D: All of the above
Connect with Barb

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