



# 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

Source: IBM 2010 CHRO Study

People don't do  
business with  
companies.

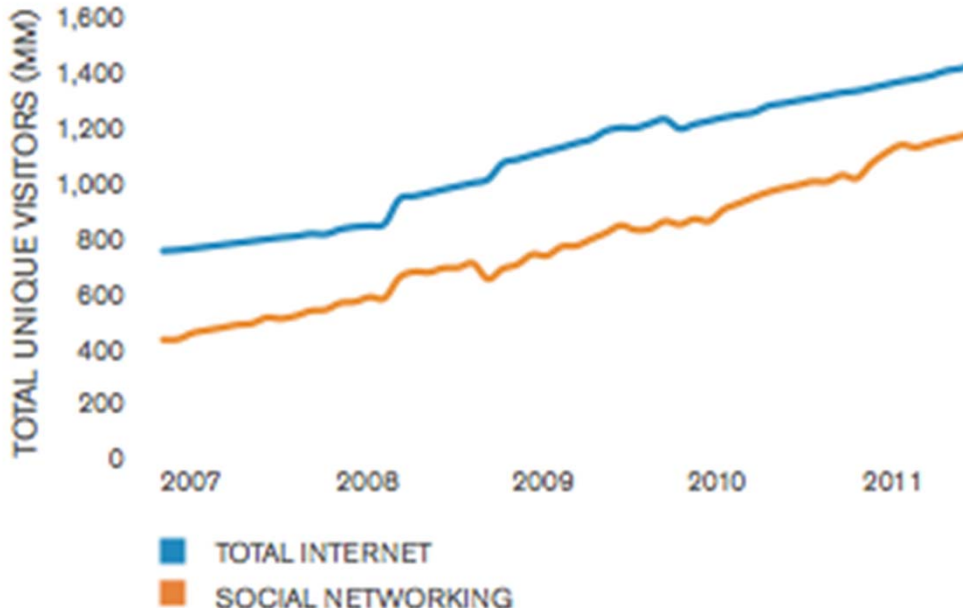
People do business  
with people.



# Social is Here to Stay

## The Rise of the Global Social Networking Audience

Source: comScore Media Metrix, Worldwide, March 2007 – October 2011



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

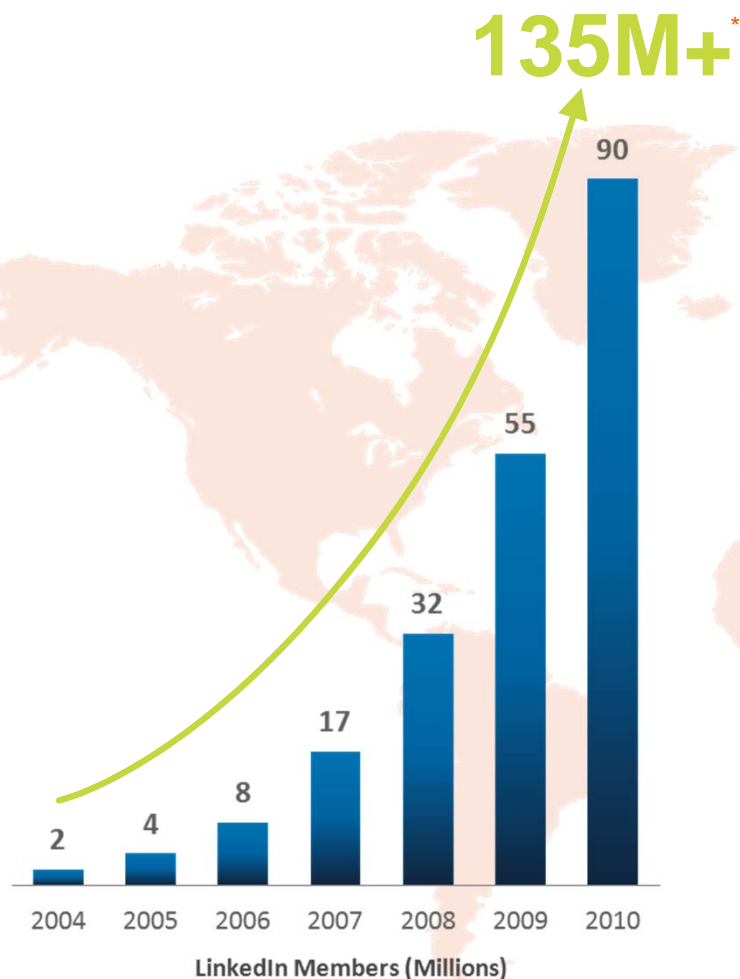



- Networking
- Industry Trends and Education
- Credibility Building



# LinkedIn – Now Over 150M Users

Over 50% of members are now international



 **75%**<sup>\*\*</sup>  
Fortune 100 Companies  
use LinkedIn to hire

 **>2M**<sup>\*\*</sup>  
Company Pages

 **~2B**<sup>\*\*</sup>  
People searches in 2010



# Facebook Fan Page

**facebook** 

Search 

 **Barbara Giamanco** Home 



**Wall**  
Hidden Posts  
Info  
Friend Activity (1+)  
Insights  
Photos  
Events  
**EDIT**

**About**   
A new world of selling is emerging. Buyers are creating social relationship...  
More

**154**  
like this

**The New Handshake: Sales Meets Social Media**  
Book •  Edit Info



**Wall** The New Handshake: Sales... • **Everyone (Most Recent)** 

Share:  **Status**  **Photo**  **Link**  **Video**  **Question**

Write something...

**The New Handshake: Sales Meets Social Media**  
Good perspective on why closers aren't great #sales people via @#in #newhandshake <http://ow.ly/8IT3x>

**A Sales Guy Good Closers are Bad Sales People | A Sales Guy**  
ow.ly  
Yup, I said it. Good closers are bad sales people. The better a closer is, as defined by traditional definitions, the shittier the sales person they

 Like •  Comment •  Share • 4 hours ago via HootSuite

**The New Handshake: Sales Meets Social Media**  
Gearing up to speak about social media with group of HVAC business folks. Probably will wake them up when I share some new stats about the impact of social business.

**Admins (1)**  [See All](#)



 Use Facebook as The New Handshake: Sales Meets Social Media

 Notifications **4** 

 Promote with an Ad

 View old Insights

 Invite Friends

**You and The New Handshake: Sales Meets Social Media**



 17 friends like this.

 NewsCertified Exchange, Mashable - Social Media, Selling Power

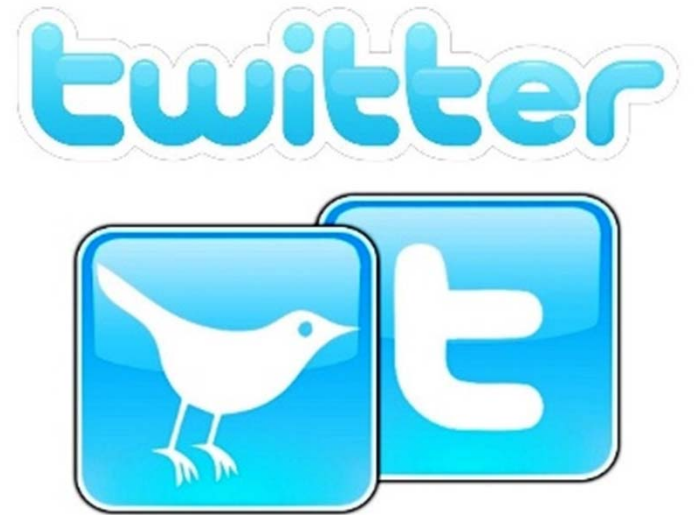
**Sponsored** [Create an Ad](#)

**Free Rich Dad Seminar**  
[richdadfreeseminar.com](http://richdadfreeseminar.com)



# 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



# Leverage Video and Pictures

You Tube

flickr

*Pinterest*



# How Facilities Managers can use Social Media

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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

**facebook**    3  

 **San Jose International Air...** Timeline ▾ Now ▾ Highlights ▾ Like


 **John W Stokes** Please try to keep the landing fees reasonable so there isn't a huge difference in ticket prices between SJC and SFO. A \$20 to \$30 difference is no big deal, but a \$150 difference will keep people going to SFO.  
May 10 at 6:06pm · Like · 1


 **San Jose International Airport (SJC)** That's our plan! Thanks John W Stokes. :)  
May 10 at 6:26pm · Like


 **San Jose International Airport (SJC)**  
May 4 via HootSuite


If you happen to be traveling through our airport today, you don't have to miss Starbucks Happy Hour (from 3pm - 5pm). Starbucks is located in Terminal B Baggage Claim and at Gates 13 and 22!  
<http://ow.ly/aHMEy>

 **Starbucks Coffee Company**  
ow.ly  
Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting the highest quality arabica coffee in the world. Today,...

 Share · via HootSuite

 **陳玲英**  
王樹治與陳玲英在母親節正式宣布創立[愛 行動]教會  
9 hours ago

 **Igor Hrenčević**  
<http://www.airportfreak.yolasite.com/>  
on Sunday

 **Rshop Caserta**  
<http://www.cheapwebsite4u.com/>  
about a month ago

 **Tami Fortino-Leonardini**  
This Message Goes Out To The Person Who Has Taken Sierr...  
about a month ago

35 more ▾

 **San Jose International Airport (SJC)**  
May 4 via HootSuite

It's official - people LOVE us on Yelp! We love our customers and we are always trying to improve our services and provide superior customer service. Take a look at what customers are saying about Silicon Valley's Airport: <http://www.yelp.com/biz/mineta-san-jose-international-airport-san-jose>

# 5 Ways to Succeed with Social Media

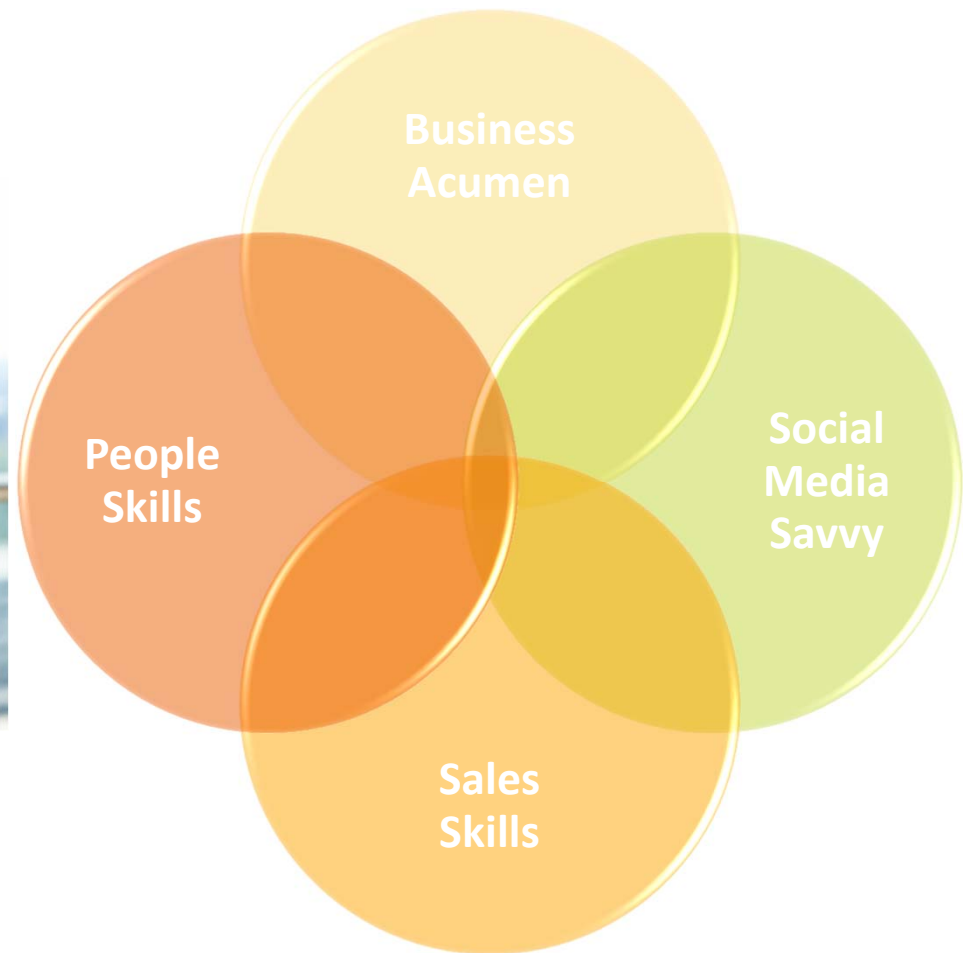




**“We don’t have a choice on whether we DO social media, the question is how well we DO it.”**

**– Erik Qualman**

# Career Success Requires...



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# And...

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





# Brand Matters

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

—Source: HBR, Gartner

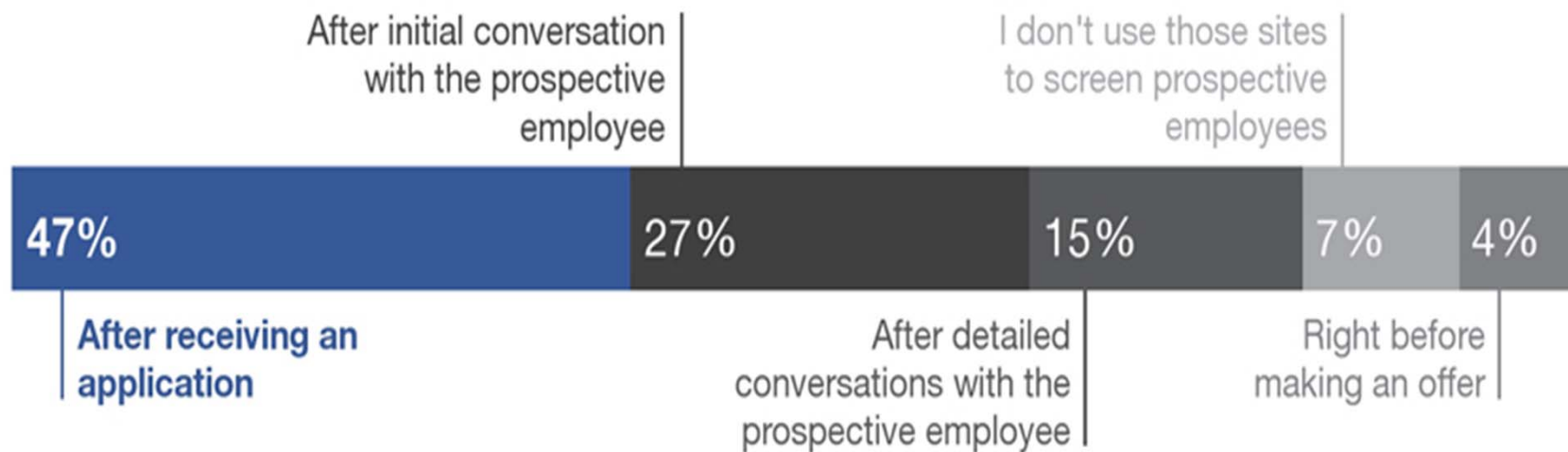


- **90%** of recruiters and hiring managers have visited a potential candidate's profile on a social network as part of the screening process.
- **69%** of recruiters have rejected a candidate based on content found on his or her social networking profiles
- **68%** have hired a candidate based on his or her presence on those networks.





## During which phase of the hiring process do you look at social networking sites to screen prospective employees?





# Getting Started



# Use Social to Connect on a Personal Level





# Cultivate a Strong Network

## Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 12,694,000+ professionals — here's how your network breaks down:

1	<b>Your Connections</b> Your trusted friends and colleagues	1,654
2	<b>Two degrees away</b> Friends of friends; each connected to one of your connections	615,300+
3	<b>Three degrees away</b> Reach these users through a friend and one of their friends	12,077,000+
Total users you can contact through an Introduction		12,694,000+

18,116 new people in your network since November 2



**Barb's Network in November 2011**

**Today**

### Your LinkedIn Network

**1,919** Connections link you to 13,838,813+ professionals

**39,292** New people in your Network since April 15

# Create a Compelling LinkedIn Profile



**Barbara Giamanco**



Co-Author: The New Handshake: Sales Meets Social Media. Revenue Generator. Prospecting. Lead Generation. LinkedIn Pro.

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...** [blog.linkedin.com](http://blog.linkedin.com)

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

@barbaragiamanco #newhandshake #socialsellxl



1 / 38



[More from your industry](#) | [More from connections](#) | [Customize this?](#)



# 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

The screenshot shows a LinkedIn profile page for Barbara Giamanco. The top navigation bar includes links for Home, Profile, Contacts, Groups, Jobs, Inbox (10), Companies, News, and More. A search bar is located on the right. Below the navigation bar, there is a banner for American Family Insurance. The main content area features a 'Share an update' box with an 'Attach a link' button and a 'Share' button. Below this, there is a section for 'All Updates' with a filter for 'Recent'. A post by Jamie McLennan is visible. On the right side, there is a 'People You May Know' section with three suggestions: Steve Chmura, Maria Peagler, and Barton Wood. At the bottom right, a large white box displays two statistics: '13 Your profile has been viewed by 13 people in the past 3 days.' and '71 You have shown up in search results 71 times in the past 3 days.' A blue arrow points from the 'Attach a link' button in the update box to the number '71' in the search results statistic.

LinkedIn Account Type: Basic

Barbara Giamanco Add Connections

Home Profile Contacts Groups Jobs Inbox 10 Companies News More

People Search... Advanced

[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

Share

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 are that much different today.

People You May Know

- Steve Chmura, Director of Marketing at UPS Capital [Connect](#)
- Maria Peagler, Founder [Connect](#)
- Barton Wood, Ask Me About Developing a \$699 Website for Your [Connect](#)

See more »

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.



# Be Visible – Share Updates

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





# Demonstrate Expertise

The screenshot shows the Facebook profile of the Atlanta Chapter of International Facility Management Association (IFMA). The page header includes the Facebook logo, a search bar, and the user's name "Barbara Gi". The profile picture is a purple square with a white skyline and the text "IFMA ATLANTA". The name "Atlanta Chapter of International Facility Management Association (IFMA)" is displayed in bold, with "132 likes" below it. To the right are buttons for "Like", "Message", and a settings icon. Below the name, it says "Non-Profit Organization". There are three tabs: "About", "Photos", and "Flickr". The "About" tab is selected, showing a link shared on April 16. The link text reads: "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". The "Photos" tab shows a photo of three people at an event. The "Flickr" tab shows a Flickr logo. The "Highlights" dropdown menu is visible. The "Likes" section on the right lists "CREW Atlanta" (Non-Profit Organization) and "Georgia Red Sox Baseball" (Sports League), both with "Like" buttons.

facebook Search Barbara Gi

**Atlanta Chapter of International Facility Management Association (IFMA)**  
132 likes

Like Message

Non-Profit Organization

About Photos Flickr

Highlights

**Atlanta Chapter of International Facility Management Association (IFMA)** shared a link.  
April 16

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

**CREW Atlanta**  
Non-Profit Organization Like

**Georgia Red Sox Baseball**  
Sports League Like

# Information & Education via Twitter

Home @ Connect # Discover

#facilitiesmanagement

Results for #facilitiesmanagement

Tweets Top / All

Iain Murray @iain\_murray 8m  
Stop motion video from @Facilities\_Show today shows plenty of footfall #connectwithfm #facilitiesmanagement ning.it/L87zjz Expand

Iain Murray @iain\_murray 21m  
You have to see the @FMAssociation Village @Facilities\_Show it was very impressive #facilitiesmanagement ning.it/L85owr Expand

ReedConstructionData @ReedConstrData 1h  
How to Easily Refurbish Your Commercial Building ow.ly/aVntz #facilitiesmanagement From @EzineArticles Expand

ABCO Group @abcogroupca 2h  
Are you a #FacilitiesManagement pro? Share ur expertise on Today's Productive Office on #LinkedIn tinyurl.com/85vmhqt #in #Networking Expand

Chris D. Payne @IamChrisDPayne 4h  
How important is culture in the workplace? Tom Cruise reveals all | wp.me/pV25x-4L | #fm #facilitiesmanagement View media

Atlanta trends - Change  
#GivesYouWings Promoted  
10 Facebook Tips  
#PromoSuperlatives  
#DescribeUrExUsingOnlyMovieTitles  
Carlos Fuentes  
#ITellYou  
Amile Jefferson  
The Dictator  
Duke  
Memorial Day

twitter  
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# Netiquette



## DO...

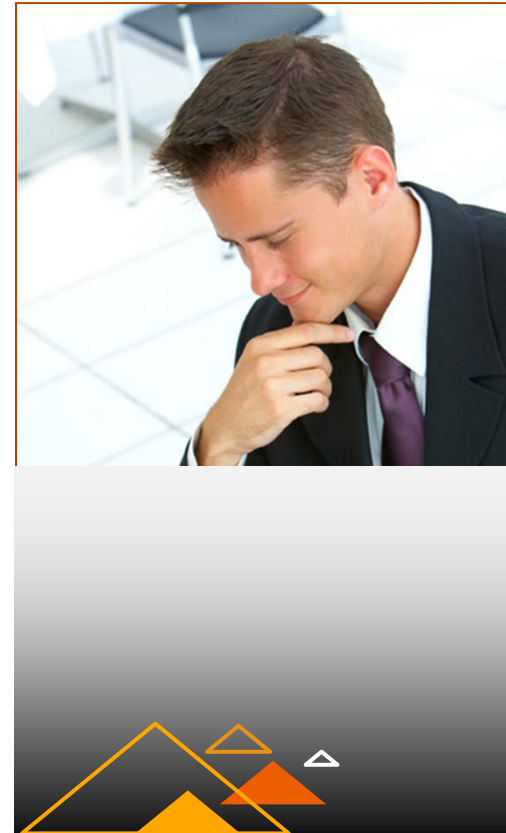
- Share value
- Personalize invitations
- Highlight others
- Say “Thank You”

## DON'T...

- Self promote
- Misrepresent
- Argue

# In Closing...

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





# What Did You...



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# #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

**Contact us at (404) 949-0199**

**Social Centered Selling LLC**

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Atlanta, GA 30326

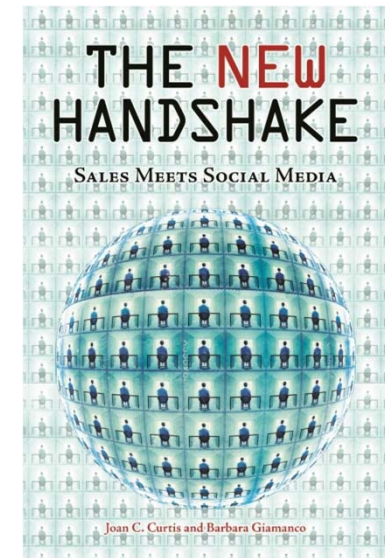


**Barbara Giamanco**, President and Social Sales Strategist

[www.linkedin.com/in/barbaragiamanco](http://www.linkedin.com/in/barbaragiamanco)

[www.twitter.com/barbaragiamanco](http://www.twitter.com/barbaragiamanco)

[www.twitter.com/salessmarts](http://www.twitter.com/salessmarts)



**Amazon.com**

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