Strategic Networking
Maximizing Your Connections to Grow Your New Business
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Host, ABQ Sales and Business Development Professionals Meetup Group
Host, NM NetLInks and Annual MarCom Mixer
https://www.nmnetlinks.com/
Advisory Board, Workforce Connections of Central New Mexico
https://www.mrcog-nm.gov/354/Workforce
Ambassador, Albuquerque Economic Development
www.abq.org
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https://www.mgt.unm.edu/
Key Contact – New Mexico Alumni Club, Up With People International Alumni Association
www.upwithpeople.org

Accolades:
Sarah Belle Brown Faculty Community Service Award, 2019
Best Local to Lunch With (1 of 5), Albuquerque the Magazine; (ranked #1 in 2014), 2013-2018
Faculty of the Year – UNM, nominated annually, 1991-2018
Most Connected Businessperson in Albuquerque (1 of 7), Albuquerque Business First, 2015
Best Person to Pitch Albuquerque (1 of 18), Albuquerque Business Pulse Survey, 2015
Power Broker (1 of the 100 most influential people statewide), New Mexico Business Weekly, 2008-2012
Distinguished Service Award, UNM Anderson School of Management, 2011
Marketer of Excellence Award, New Mexico American Marketing Association, 2008
What’s Your “Why?”

How Great Leaders Inspire Action, Simon Sinek, (18:34)  
https://www.youtube.com/watch?v=qp0HIF3Sfl4

Start With Why, TED Talk Short Edited, Simon Sinek (5:00)  
https://www.youtube.com/watch?v=IPYeCltXpxw

The 9 Whys, Dr. Gary Sanchez, Albuquerque, NM  
http://whyinstitute.com/

1. Contribute: To contribute to a greater cause, make a difference, add value or have an impact
2. Trust: To create relationships based on trust
3. Make Sense: To make sense out of things, especially if complex or complicated
4. Better Way: To find a better way and share it
5. Right Way: To do things the right way
6. Challenge: To think differently and challenge the status quo
7. Master: To seek mastery and understanding
8. Clarify: To clarify or create clarity
9. Simplify: To simplify
Potential Targets

- **Population ¹**
  - Worldwide 7,5 Billion
  - United States (< 5% World Pop) 300,000,000 +
  - New Mexico (<1% US Pop) 2,000,000 +
  - 8 Yr Growth (net of migration, deaths and births) 100/Week
  - Albuquerque/Rio Rancho MSA (2008) 845,913
  - Las Cruces (2010) 97,618
  - Rio Rancho (2010) 87,521
  - Santa Fe (2010) 75,764
  - Farmington (2010) 45,256
  - Taos (2016) 5,763

- **Businesses ²**
  - New Mexico 100,000 +
  - Albuquerque MSA 50,000 +
  - Employers Statewide (>200 FTE) 200 +

- **Organizations ³**
  - Non-Profit Community Service Groups 5,000 +
  - Professional Associations 500 +
  - Economic Development Orgs (State, City, etc.) 350 +
  - Toastmasters Clubs 100 +
  - Chambers of Commerce 75 +
  - Leads / Sales Tips Groups 25 +

Sources:

1 - UNM Bureau of Business and Economic Research, www.unm.edu/~bber
2 - ABF Book of Business Lists, AED, NMNetLinks, etc.
3 - Center for Nonprofit Excellence, [www.nmnetlinks.com](http://www.nmnetlinks.com), etc.
Strategic Networking Process
Listen Actively and be a Resource

1. Define your ideal sales prospect
   - Define goals
   - Research lists
   - Industry vs function
   - Business vs social
   - Create calendar

2. I.D. groups & meetings they attend
   - Check roster
   - Be introduced
   - Ask questions
   - Listen
   - Build rapport
   - Identify pain, problem, and/or passion
   - Say how you have "Helped others in a similar situation and would be happy to show you how you I that."
   - Ask for appointment

3. Work the room
   - Collect contact's information
   - Document needs
   - Create next steps "Action Plan"
   - Follow-up within 24 hours
   - Confirm appointment
   - Send information, lists, articles, etc. tied to their needs
   - Always "under-promise and over-deliver"
   - Be a resource, help others succeed

4. Follow up
   - People You Meet?
     - Decision Makers
     - Buyers
     - Influencers
     - Advocates
     - Connections to Resources

5. Track results, next steps
   - Define your ideal sales prospect
   - I.D. groups & meetings they attend
   - Work the room
   - Follow up
   - Track results, next steps

3 Key Attributes
- Decision Makers
- Buyers
- Influencers
- Advocates
- Connections to Resources
“Working the Room”
Strategies

• **Passive**
  – Meet others randomly without a plan

• **Proactive Prospecting**
  – Ask to see the roster and identify 2-3 people to meet and introduce yourself

• **Advanced Techniques**
  – Start at the front of the room, not the back of the room
  – Have someone introduce you
  – Match the Personality Style of the person you’ve met
Personality Studies

• 16 Types:
  - Carl Gustav Jung, 7/26/1875 - 6/6/1961
  - Myers-Briggs Type Indicator
    Isabel Briggs Myers and Katharine Briggs, 1921
  - Keirsey Temperament Sorter
    David W. Keirsey and Marilyn Bates, 1978

• 12 Types:
  – Astrology… signs of the Zodiac

• 9 Types:
  – Enneagram, Riso and Hudson, 1996

• 4 Types:
  – Various Personality Types Systems
  – DISC Four Quadrants, William M. Marston, 1928
  – Emotional Intelligence, Daniel Gorman, 1995

• 2 Types
  – Type A vs. Type B
  – Task vs. Social
  – Optimist vs. Pessimist

• Niche:
  – Cohort or Generational Groups

• 7+ Billion Types:
  – Peppers & Rogers Group, www.1to1.com
Ideas for Following-up With a New Connection

• Link to a related website
• Refer them to a potential sales prospect
• Share Information re: an upcoming event of interest
• Invite to coffee or lunch to brainstorm ideas for their business
• Loan them a book
• Share list of resources
• Connect them to an investor, funding source
Who Knows You

• Join their Board or a Committee
  - Tie to your business goals
  - Perception as industry leader

• Speak at Meetings:
  - Choose topic to promote your business

• Contribute Articles:
  - Blog, newsletter, website

• Promote Your Business:
  - Sponsor an event
    (microphone minute, banner behind stage, logo placement, etc.)
  - Advertise in their newsletter on their website, etc.
Top 10 Tips

1. DEFINE YOUR GOALS:
   Who do you want to meet and why?
   - Business: Expand your network, sell more products and services
   - Resources: Expand your network to collect information
   - Education: Learn new skills, meet industry experts, enhance your resume
   - Career: Meet prospective employers, get a promotion
   - Social: Make new friends

2. DEVELOP A PLAN:
   - Research which groups to target, research, etc.
   - Call group leaders to make a connection before attending their event
   - Keep it Simple… meet 1-3 people at each meeting you attend…
   - Invite guests to attend who you would like to know better

3. ARRIVE EARLY AND DO SOME HOMEWORK:
   - Arrive early and check out the room,
   - Review the roster when you arrive to identify people you want to meet

4. USE YOUR PROPS TO YOUR ADVANTAGE:
   - Place your nametag on right lapel (most people are right-handed)
   - Put your cards in one pocket and place their card in your other pocket.
   - Note any promises and follow-up items on the back of their card

5. ACTIVELY GREET OTHERS:
   - Ask the association’s President to introduce you to anyone you want to meet
   - Introduce yourself to people standing alone, or when they get in a line
   - Give everyone a confident handshake!

6. PREPARE A BENEFIT-FOCUSED ELEVATOR SPEECH:
   - Prepare a 20-30 second description of yourself and your work to begin the conversation (make it simple, memorable, focus on benefits)
   - Customize your follow-up elevator speech to meet their specific needs

7. LISTEN ACTIVELY:
   - Ask questions, listen actively
   - Don't interrupt or talk about yourself too much

8. REMEMBER THEIR NAME:
   - Slow the introduction down in your mind… “be present”
   - Repeat their name, read their name tag, etc.

9. IDENTIFY HOW YOU CAN BE A RESOURCE:
   - Identify how you can be a resource to help them accomplish their goals

10. FOLLOW-UP WITHIN 24 HOURS:
    - Under-promise and over-deliver
    - Send them an article or link to something you talked about
    - Invite them to a future meeting
    - Refer them to a potential customer, resource information, etc.
“Give it Back Better Than You Got it”

Jack F. Kemp
American Politician
Professional Football Player
1935-2009
Win-Win

A situation in which each party in a transaction wins. A Win-Win outcome is preferred to one where one party loses (Win-Lose) since the losing party may feel that they didn’t get a favorable deal and may chose to not do business with you again.
## Table of Contents:

- Business / Start-up Organizations: 51
- Calendars / Directories: 12
- Chambers of Commerce/Merchant Associations: 12
- City/County/State Government: 11
- Community Service Groups: 6
- Contract / Procurement Connections: 6
- Co-Working Spaces / Business Incubators / Temporary Offices: 5
- Funding Sources / Accelerators: 20
- Leadership Organizations: 4
- Workforce Training / Human Resources/ Training: 22

**Total**: 149

### Business / Start-up Organizations:

- American Business Women's Association (4 Chapters), [www.abwanm.org](http://www.abwanm.org)
- Center for Nonprofit Excellence, [www.centerfornonprofitexcellence.org](http://www.centerfornonprofitexcellence.org)
- Creative Santa Fe, [www.creativesantafe.org](http://www.creativesantafe.org)
- CreativeMornings Santa Fe, [https://creativemornings.com/cities/sfe](https://creativemornings.com/cities/sfe)
- High Desert Discovery District, [www.hddd.org](http://www.hddd.org)
- National Association of Women Business Owners, [www.nawbonm.org](http://www.nawbonm.org)
- NM Association of Regional Councils, [www.ristraproject.com](http://www.ristraproject.com)
- NM Economic Development Department, [www.gonm.biz](http://www.gonm.biz)
- NM Film Office, [www.nmfilm.com](http://www.nmfilm.com)
- NM Manufacturing Extension Partnership, [www.newmexicomep.org](http://www.newmexicomep.org)
- NM Partnership, [www.nmpartnership.com](http://www.nmpartnership.com)
- NM Restaurant Association, [www.nmrestaurants.org](http://www.nmrestaurants.org)
- NM Small Business Assistance, [www.nmsbaprogram.org](http://www.nmsbaprogram.org)
- NM Small Business Development Center (Espanola, Farmington, Santa Fe, Taos), [www.nmsbdc.org](http://www.nmsbdc.org)
- NM Society of Association Executives, [www.nmsae.org](http://www.nmsae.org)
- NM Tourism Department, [www.newmexico.org](http://www.newmexico.org)
- NM Workforce Solutions, [www.dws.state.nm.us](http://www.dws.state.nm.us)
- North Central New Mexico Economic Development District, [www.ncnmedd.com](http://www.ncnmedd.com)
- Project Management Institute, Los Alamos Chapter, [https://pmi-ob.org/](https://pmi-ob.org/)
- Santa Fe Business Incubator, [www.sfbi.net/](http://www.sfbi.net/)
- Santa Fe Council on International Relations, [www.sfcir.org](http://www.sfcir.org)
- Santa Fe Estate Planning Council, [www.sfestateplanning.com](http://www.sfestateplanning.com)
- Santa Fe Office of Business Growth, [www.santafenm.gov](http://www.santafenm.gov)
- SCORE Santa Fe and Northern New Mexico, [https://santafe.score.org/](https://santafe.score.org/)
- Taos Entrepreneurial Network, [https://www.taosten.org/](https://www.taosten.org/)
- The Transition Network, [https://www.thetransitionnetwork.org/chapters/chapters-ttn/chapters-santafe/](https://www.thetransitionnetwork.org/chapters/chapters-ttn/chapters-santafe/)
- U.S. Small Business Administration, [www.sba.gov/about-offices-content/2/3132](http://www.sba.gov/about-offices-content/2/3132)
- UNM Small Business Institute, [http://sbi.mgt.unm.edu/](http://sbi.mgt.unm.edu/)
- WESST Santa Fe (6 Offices Statewide), [www.wesst.org/santa-fe/](http://www.wesst.org/santa-fe/)
Calendars / Directories:
- Discover Taos, www.discovertaos.com
- Discover, Los Alamos Monitor, www.lamonitor.com
- Inside Santa Fe, www.InsideSantaFe.com
- NM Business Calendar, www.bizcalendar.org
- NM Magazine, www.nmmagazine.com
- Rio Grande Sun (Espanola), http://www.riograndesun.com/
- Santa Fe New Mexican, www.sfnewmexican.com
- Santa Fe Reporter, www.sfreporter.com

Chambers of Commerce / Merchant Associations:
- NM Association of Commerce & Industry, www.nmaci.org
- NM Green Chamber of Commerce, Santa Fe, www.nmgreenchamber.com
- Raton Chamber of Commerce, http://www.raton.info/
- Santa Fe Chamber of Commerce, www.santafechamber.com
- Taos County Chamber of Commerce, http://www.taoschamber.com/

City/County/State Government:
- City of Farmington, http://www.fmtn.org/
- City of Las Vegas, http://lasvegasnm.gov/
- City of Raton, http://www.ratonnm.gov/
- City of Santa Fe, www.santafenm.gov
- City of Taos, https://www.taosgov.com
- Los Alamos County, https://www.losalamosnm.us/
- State of New Mexico, www.newmexico.gov
- Taos County Economic Development Corporation, www.tcedc.org
- Village of Cimarron, http://www.villageofcimarron.net/
- Village of San Ysidro, www.sanysidronm.us

Community Service Groups:
- Elks Club, www.elks.org

Contract / Procurement Connections:
- Los Alamos National Laboratory, www.lanl.gov
- NM Veterans Procurement Assistance Center, www.vpacinc.org/
- Professional Aerospace Contractors Association, www.pacanm.org
Co-Working Spaces / Business Incubators / Temporary Offices:
- FatPipe ABQ (Santa Fe Location TBA), www.FatPipeABQ.com
- Navajo Tech Innovation Center, www.navajotech.edu/
- Project Y Cowork (Los Alamos), https://www.projectYLosAlamos.com
- San Juan College, Enterprise Center (Farmington), www.sanjuancollege.edu
- Santa Fe Business Incubator, www.sfbi.net/

Funding Sources:
- ABQid, https://www.abqid.com/
- ACCION New Mexico (Microlender), www.accionnm.org
- Coronado Ventures Forum, www.cvf-nm.org
- Credit Union Association of New Mexico, www.cuanm.org
- Independent Community Bankers Association of New Mexico, www.icbanm.org
- Los Alamos Venture Accelerator, https://www.facebook.com/LosAlamosVentureAccelerator
- NM Angels, www.nmangels.com
- NM Bankers Association, www.nmbankers.com
- NM Community Capital, www.nmccap.org
- NM Economic Development Department, https://gonm.biz/
- NM Venture Capital Association, www.nmvca.org
- Prosperity Works (Individual Development Accounts), www.prosperityworks.net
- Rocky Mountain Venture Capital Association, www.rockymountainvca.com
- The Loan Fund (Microlender), www.loanfund.org
- The Velocity Project (City of Santa Fe), http://thevelocityproject.com
- U.S. Small Business Administration, www.sba.gov/about-offices-content/2/3132
- WESST (Microlender), www.wesst.org

Leadership Organizations:
- Leadership New Mexico, www.leadershipnm.org
- Leadership San Juan (Farmington), https://www.sanjuancollege.edu/community/leadership-san-juan/
- Leadership Santa Fe, https://leadershipsantafe.org/

Workforce Training / Human Resources / Educational Programs:
- Association for Talent Development, www.atdnm.org
- CNM Community College, www.cnm.edu
- Innovate:Educate, www.innovate-educate.org
- Job Training Incentive Program (JTIP), https://gonm.biz/business-development/edd-programs-for-business/
- Junior Achievement, www.newmexicoja.org
- Networking For Introverts, https://www.networkingforintroverts.solutions/
- NM Career Development Association, www.careers-nm.org/about.html
- NM Workforce Solutions, www.dws.state.nm.us
- Quality New Mexico, www.qualitynewmexico.org
- Santa Fe Community College, www.sfcc.edu
- Santa Fe Institute, www.santafe.edu
- Santa Fe University of Art and Design, http://santafeuniversity.edu/
- TEDxAboQ, www.tedxabq.com
- UNM Taos, http://taos.unm.edu/home/
- WESST (6 Offices Statewide), www.wesst.org
- Workforce Connections of Central New Mexico, www.wccnm.org
Art-Related Organizations
11/119, Stacy Sacco, sasacco@aol.com, 505-489-2311, www.nmnelinks.com

Table of Contents:

- Albuquerque Art Galleries and Art Collections 25
- Art Appraisers and Dealer Links 13
- Magazines and Related Publications 14
- National Art Organizations 13
- New Mexico Art Associations and Resources 31
- New Mexico Art Museums 9
Total 109

Albuquerque Art Galleries and Art Collections:

- 516 Arts, www.516arts.org
- Amapola Gallery, www.amapolagallery.com
- Central Features, https://www.centralfeatures.com/
- Concetta D Gallery, www.concettadgallery.com
- Ghostwolf Gallery, https://ghostwolf.gallery/
- Harwood Art Center, www.harwoodcenter.org
- Hotel Andaluz, www.hotelandaluz.com
- Inpost ArtSpace at the Outpost, www.outpostspace.org
- Matrix Fine Art, www.matrixfineart.com
- New Grounds Print Workshop & Gallery, www.newgroundsgallery.com
- OFFCenter Community Arts Project, www.offcenterarts.org
- OT Circus, www.otcucrus.com
- Palette Contemporary Art & Craft, www.palettecontemporary.com
- Scott Michael Gallery, www.scottmichaelgallery.com
- Sumner & Dene, www.sumnerdene.com
- The Gallery ABQ, www.thegalleryabq.com
- The Next Best Thing to Being There, www.beingthereabq.com
- UNM College of Fine Arts - Downtown Studio, https://finearts.unm.edu/
- Weems Galleries, www.weemsgallery.com
- Weyrich Gallery, www.weyrichgallery.com
- Wright’s Indian Art, www.wrightsgallery.com
- Yucca Art Gallery, www.yuccaartgallery.com

Art Appraisers and Dealer Links:

- American Society of Appraisers, www.apraisers.org
- Appraisal Foundation, www.appraisalfoundation.org
- Appraisers Association of America, www.appraisersassociation.org
- Art Dealers Association of America, www.artdealers.org
- askART, www.askart.com
- International Fine Print Dealers Association, www.ifpda.org
International Society of Appraisers, [www.isa-appraisers.org](http://www.isa-appraisers.org)
- Nat’l Antique & Art Dealers Assoc. of America, Inc., [www.naada.org](http://www.naada.org)
- Private Art Dealers Association, [http://pada.net/](http://pada.net/)
- Sothebys, New York, [www.sothebys.com](http://www.sothebys.com)

Magazines and Related Publications:

- Albuquerque the Magazine, [www.abqthemag.com](http://www.abqthemag.com)
- American Art Collector, [www.americanartcollector.com](http://www.americanartcollector.com)
- American Artist, [www.artistdaily.com](http://www.artistdaily.com)
- Collector’s Guide of New Mexico, [www.collectorsguide.com](http://www.collectorsguide.com)
- Cowboys & Indian Magazine, [www.cowboysindians.com](http://www.cowboysindians.com)
- Western Art Collector, [www.westernartcollector.com](http://www.westernartcollector.com)
- Madrid Artist Quarterly, [https://www.facebook.com/madridartistquarterlymagazine/](https://www.facebook.com/madridartistquarterlymagazine/)
- New Mexico Magazine, [www.nmmagazine.com](http://www.nmmagazine.com)
- Pasatiempo, [www.pasatiemposmagazine.com](http://www.pasatiemposmagazine.com)
- Santa Fe New Mexican, [www.santafenewmexican.com](http://www.santafenewmexican.com)
- Turquoise Magazine, [www.turquoisemagazine.net](http://www.turquoisemagazine.net)
- Weekly Alibi, [www.alibi.com](http://www.alibi.com)

National Art Organizations:

- Antique Art Roadshow, [www.pbs.org/wgbh/roadshow/](http://www.pbs.org/wgbh/roadshow/)
- Art Museum Image Consortium, [www.amico.org](http://www.amico.org)
- Art Museum Network, [www.artmuseumnetwork.com](http://www.artmuseumnetwork.com)
- Art Students League of New York, [www.theartstudentsleague.org](http://www.theartstudentsleague.org)
- ArtCyclopedia, [www.artcyclopedia.com](http://www.artcyclopedia.com)
- Artist’s Daily, [www.artistdaily.com](http://www.artistdaily.com)
- Artist’s Network, [www.artsnetwork.com](http://www.artsnetwork.com)
- ArtShow, [www.artshow.com](http://www.artshow.com)
- Association of Art Museum Directors, [https://aamd.org/](https://aamd.org/)

New Mexico Art Associations and Resources:

- Creative Startups, [www.creativestartups.org](http://www.creativestartups.org)
- Art at the Source Meetup, https://www.meetup.com/Art-at-the-Source/
- Artful Life, www.artful-life.org/intl-district
- ARTS New Mexico Meetup, https://www.meetup.com/Arts-New-Mexico/
- Contemporary Art Society of New Mexico, https://www.casofnm.org/
- Downtown Arts & Cultural District, www.downtownacd.org
- New Mexico Art Education Association, www.newmexicoarteducators.org
- New Mexico Art League, https://newmexicoartleague.wildapricot.org/
- New Mexico Arts Commission, www.nmarts.org
- New Mexico Department of Cultural Affairs, www.newmexicoculture.org
- New Mexico True, www.newmexico.org
- New Mexico Water Color Society, https://www.nmwatercolorsociety.org/
- Pastel Society of New Mexico, http://www.pastelsnm.org/
- Plein Art Painters of New Mexico, www.papnm.org
- Rainbow Artists – A Women’s Art Collective, www.rainbowartists.com
- Rio Rancho Art Association, www.rrausa.org
- Rio Rancho City Art Commission, http://rioranchocityart.blogspot.com/
- Santa Fe Gallery Association, http://santafegalleryassociation.org/
- Santa Fe Society of Arts, http://santafesocietyofartists.com/
- Southwest Art (Collector’s Choice), www.southwestart.com
- Taos and Santa Fe Painters, http://taospainters.com/
- UNM Graduate Art Association, http://gaa.unm.edu/
- Visit Albuquerque, www.visitalbuquerque.org

New Mexico Art Museums:
- Georgia O’Keeffe Museum, www.okeeffemuseum.org
- National Hispanic Cultural Center, www.nhccfoundation.org
- New Mexico Capitol Art Collection, www.nmcapitolart.org
- New Mexico History Museum, http://www.nmhistorymuseum.org/
- New Mexico Museum of Art, www.nmartmuseum.org
- New Mexico Museum of Natural History & Science, www.nmnaturalhistory.org
- SITE Santa Fe, https://sitesantafe.org/
- Tamarind Institute, http://tamarind.unm.edu/