

Networking Virtually

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Social Media Connections:

LinkedIn (6,151 Followers, 5,469 Connections) <https://www.linkedin.com/in/stacysacco/>

Facebook (630 Friends): <https://www.facebook.com/stacy.sacco.31/>

Host, New Mexico Networking Links (4,510 Contacts, 40% Open Rate), <https://www.nmnetlinks.com/>

Employment:

Lecturer, Entrepreneurial Studies, UNM Anderson School of Management, <https://www.mgt.unm.edu/>

Director, UNM Small Business Institute, <https://sbi.mgt.unm.edu/>

Mentor, UNM Rainforest Innovations and UNM Taos, <http://loborainforest.com/>

President, Sacco Connections LLC

Community Service:

Advisory Board, Workforce Connections of Central New Mexico, <http://www.wccnm.org>

Board of Governors, Up With People International Alumni Association, <https://upwithpeople.org/alumni/>

Host, ABQ Sales and Business Development Professionals Meetup Group (218 Members)

<https://www.meetup.com/ABQ-Sales-and-Business-Development-Professionals/>

Accolades:

Power Broker (one of the 100 most influential people statewide), New Mexico Business Weekly, 2008-2012

Best Local to Lunch With (1 of 5, ranked #1 in 2014), Albuquerque the Magazine; 2013-2018

Most Connected Businessperson in Albuquerque (1 of 7), Albuquerque Business First, 2015

Best Person to Pitch Albuquerque in an Elevator Speech (1 of 18), Albuquerque Business Pulse Survey, 2015

Why Networking?

- **Get a Job:**
 - Learn about job openings
 - Meet prospective employers
 - Connect with influencers, decision makers, etc.
- **Start and/or Grow an Existing Business:**
 - Connect to prospective customers and clients
 - Connect to resources (vendors, recruit employees)
 - Get advice from other small business owners
- **Personal Development**
 - Learn new skills
 - Earn a degree, obtain an industry certificate
 - Become a “Life Long Learner”

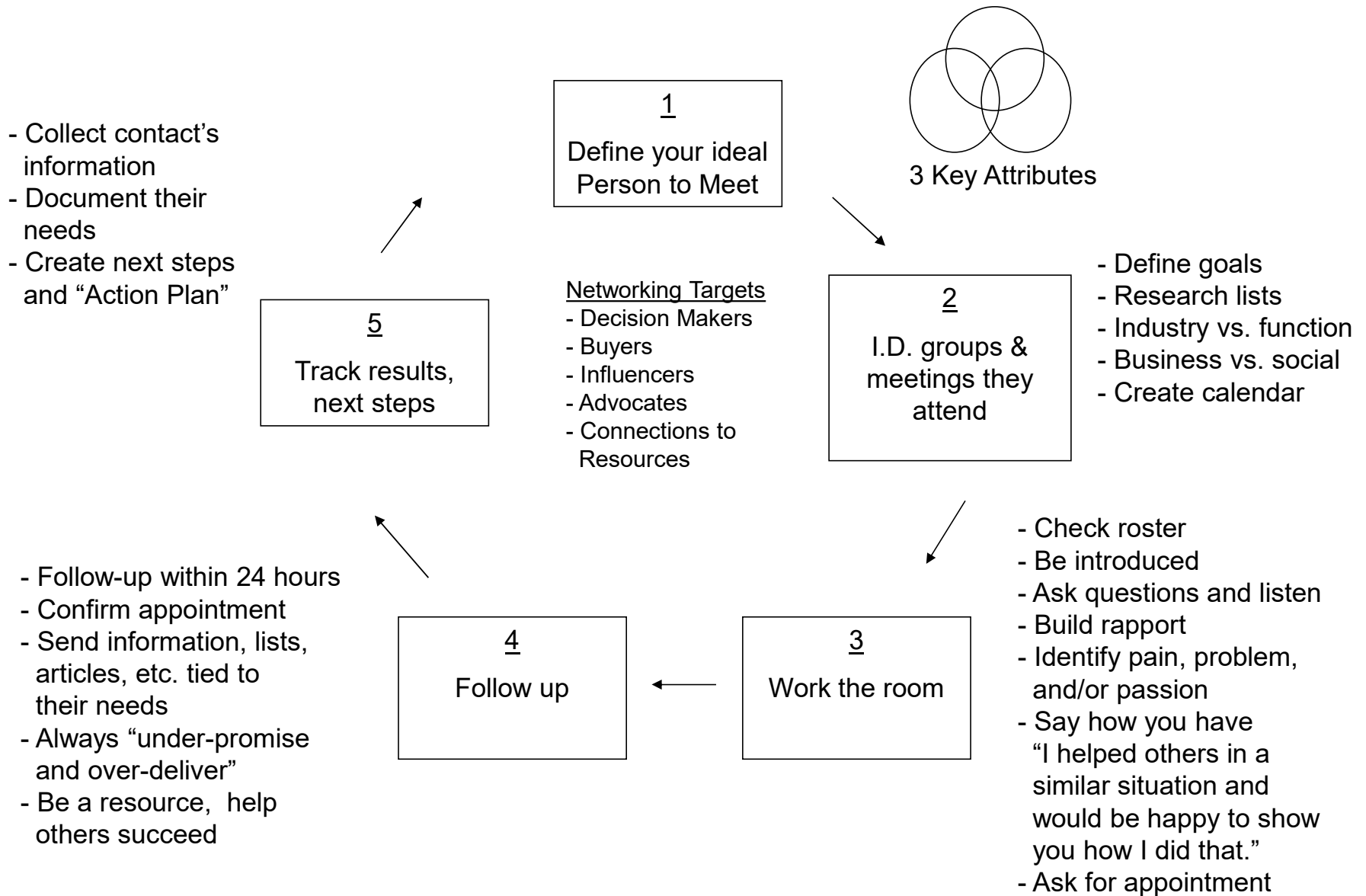
Only 22,463 Days Until Retirement



Make the Most of Your Time

- 100 years x 52 Weeks = 5,200 Weeks
- Before I retire at 67, I only have:
 - 3 more years to teach 24 more classes (6 semesters)
- Remaining lifetime:
 - Actuarial table... I will live to 83 years old
 - Approximately 20 more years or 1,000 more weeks
 - One meeting/mo until I retire = 36 networking opportunities
- “Your Personal Timeline”, www.nmnetlinks.com

Strategic Networking Process



Networking Connecting Points

- Professional Associations (500+ statewide)
- Economic Development Organizations (150 + statewide)
 - Government Agencies (Fed, State, Region, County, City)
 - Economic Development Organizations (AED, Mainstreet, Merchants Associations)
 - SBA organizations (NMSBDC, SCORE, WESST, etc.)
- Chambers of Commerce: (75+ statewide)
- Business /Community Service Groups:
 - Civitan, Kiwanis, Optimist, etc.
- Leads / Tips Groups:
 - 20-30 people meet weekly to exchange sales leads
- Educational Institutions:
 - Universities, community colleges, etc.
 - Online sites (Kahn Academy, etc.)

Create a Networking Calendar

Business:

- Albuquerque Business First, www.bizjournals.com/albuquerque
- Albuquerque Hispano Chamber of Commerce, www.ahcnm.org/chambereventscalendar.html
- NM Business Calendar, www.bizcalendar.org (Includes key organizations' event info)
- NM Networking Links, www.nmnetlinks.com (4,000+ links, including 500+ associations)
- SpinGo, www.SpinGo.com

Community:

- ABQtodo, www.abqtodo.com
- Albuquerque the Magazine, www.abqthemag.com
- Center for Nonprofit Excellence, <https://www.centerfornonprofitexcellence.org/submit-training>
- KUNM Community Calendar, <http://kunm.org/community-calendar>
- Visit Albuquerque, www.visitalbuquerque.org/abq365/
- Yelp Albuquerque Events, <https://www.yelp.com/events/albuquerque>
- Your Post (Flying Star and Satellite Coffee Lobbies), <http://yourpost.com/>

Tips for Networking Online

- Set the Stage...
 - Research host organizations' website
 - Set up in private area, use proper lighting, put the dogs out
 - Wear the appropriate attire (no pajamas), shave, brush your hair, etc.
 - Pay attention to what can be seen on screen (people can read posters)
 - Include a logo, company name, etc. behind you...
- Who You Know...
 - Acknowledge people you know on screen via private chat.
 - Connect to 1-2 new people, suggest follow-up meeting via private chat.
- What You Know...
 - Include your picture, name, logo, contact info, etc. on the screen
 - Ask a clever question at the end
 - Focus on adding value: $\text{Profits} = \text{Revenues} - \text{Costs}$
- Who Knows You...
 - Further connect with people you meet on LinkedIn (other social media)

Mum is
in a meeting

9.30-11



! DO NOT ENTER !

The answer to your question
might be here:

upstairs

In the wash

I don't know
what's for dinner

No

In your bedroom

piece of fruit

Choose a Great Background



Networking Tips for Introverts

- Appreciate your super power!:
 - “Listeners” are better networkers than talkers
 - 2 Ears, 1 Mouth... use them in that ratio, Mark Twain
- Go with a specific goal:
 - “Meet 2 People” (one you know and one you don’t)
- Ask scripted questions:
 - “Where are you from?”
 - “Are you a member of the group?”
 - Ask a “question on an answer”
 - Develop customized elevator pitches
- Creative tips:
 - Sit with people you know
 - Invite a guest (sales prospects, reward staff)
 - Bring an “extrovert” to meet others and introduce you

Long Term: Stand Out In the Crowd

- **Be the Best at Something:**
 - Promote yourself as a “subject matter expert”
 - Earn degrees, certificates, industry licenses
- **Get Connected:**
 - Build a database (LinkedIn, Constant Contact, Mail Chimp)
 - Help others solve their problems, realize their passion
- **Get published and/or be a Speaker:**
 - Write articles, write a book, etc., get quoted
 - Create a “biography” and list of topics you speak about...
 - Join Toastmasters, www.district23.org
 - Speak at industry groups
- **Be Recognized:**
 - Win an award (40 Under Forty, Top CEO, Best Places to Work)
 - Nominate others...

“Give it Back Better Than You Got it”



Jack F. Kemp
1935-2009

US Presidential and Vice-Presidential Candidate
US HUD Secretary
US House of Representatives (NY, 1971-1989)
Quarterback, NFL and AFL Teams