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/
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/

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

1. Define your ideal Person to Meet
   - 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 and listen
   - Build rapport
   - Identify pain, problem, and/or passion
   - Say how you have “I helped others in a similar situation and would be happy to show you how I did that.”
   - Ask for appointment

3. 3 Key Attributes
   - Decision Makers
   - Buyers
   - Influencers
   - Advocates
   - Connections to Resources

4. Follow up
   - Collect contact’s information
   - Document their needs
   - Create next steps and “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

5. Track results, next steps
   - Collect contact’s information
   - Document their needs
   - Create next steps and “Action Plan”
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
- 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
- KUNM Community Calendar, http://kunm.org/community-calendar
- Visit Albuquerque, www.visitalbuquerque.org/abq365/
- 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 hear, 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: Profits = Revenues - 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…
  – 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
Quarterback, NFL and AFL Teams