THE ULTIMATE "MIDDLE MAN"
GOALS OF THIS TALK

✓ Understand the “Why” behind Social Media

✓ How businesses like yours are using Social Media to attract new team members

✓ How businesses like yours are using Social Media to attract new business opportunities
We help traditional businesses create & nurture meaningful relationships to the business. From vendors, employees, to customers... 21Handshake helps companies communicate and relationship build in the 21st century.
CURRENT COMPANIES

- Medical Supplies
- CBD Oil
- Strategic Consulting
- Real Estate Development
WHAT IS THIS?

THE “WHY”
Answers could include...:

- iPhone
- Smartphone
- Internet browser
- Texting device
- Inbox
- A variety of tools and features to help you
- “The thing I give my kids when I can no longer deal with them 😊”
THE SMARTPHONE

CONTROL

THE “WHY”
WHAT ARE THEY SELLING?

amazon  Wag!  UBER

NETFLIX  Porch  SHIPT

THE “WHY”
WHAT ARE THEY SELLING?

Our most precious resource as human beings

THE “WHY”
WHAT ARE THEY SELLING?

TIME

THE “WHY”
THE REMOTE CONTROL: Thanks to smartphone technology... people have CONTROL over their information, communication, & experience now more than ever.

UNDERSTANDING TIME: Companies who are succeeding at scale are selling TIME along with their products and services.
THE PREDICAMENT

People have the most powerful “REMOTE CONTROL” in human history

THE “WHY”

People have grown accustomed to making decisions on THEIR TIME
WHAT DOES THIS MEAN?

WORRY NOT MY HMA FRIENDS…

THE “WHY”
DON’T PULL YOUR HAIR OUT...

NEEDED TO INCLUDE TOMMY BOY SOMEWHERE
The companies mentioned early purely digital…and your business is NOT.

And…

Businesses in your space have been traditionally AMAZING at building RELATIONSHIPS.
RELATIONSHIPS

The best customers _____, _____ & _____ YOU and YOUR BUSINESS

The best vendors _____, _____ & _____ YOU and YOUR BUSINESS

The best employees _____, _____ & _____ YOU and YOUR BUSINESS

THE “WHY”
RELATIONSHIPS

The best customers **KNOW, LIKE & TRUST** YOU and YOUR BUSINESS

The best vendors **KNOW, LIKE & TRUST** YOU and YOUR BUSINESS

The best employees **KNOW, LIKE & TRUST** YOU and YOUR BUSINESS

THE “WHY”
KEEP DOING THIS!!

WITH ONE SIMPLE SHIFT

THE “WHY”
ONE SIMPLE SHIFT…

YOUR TIME

ONLY DURING BUSINESS HOURS
ONE SIMPLE SHIFT

THEIR TIME

24 / 7 / 365
Historically, traditional businesses have been able to be **known, liked & trusted** on the company's time (human interaction)

- 8-9 hours a day
- 5-6 days a week
- 250ish days a year

**During business hours, when a prospect could talk to someone**
In 2019 and beyond, traditional businesses will GREATLY benefit from being KNOWN, LIKED & TRUSTED on the prospects’ time.

24 hours a day
7 days a week
365 days a year

**As much or more digital as face-to-face**
THE DATA

In 1970, it took an average of 5 touchpoints to generate a sale or a “yes” to the business.

In 2019, the average is 20+touchpoints to achieve the same result.

THE “WHY”
TOUCHPOINTS TO “YES”

1970

2019

T = Touchpoint  
A human interacting with your people or business

THE “WHY”
WHAT DOES THIS MEAN?

The touchpoints must come from places that can be accessed any time of day...

Today’s businesses should not keep ANYONE waiting when it comes to being KNOWN, LIKED & TRUSTED
WHAT DOES THIS MEAN?

Businesses must reach them via the Ultimate “Middle Man”

Businesses need to be a place “to click to” when the modern day prospect is using their “REMOTE CONTROL” 4 hours a day.

The way we engage online will EARN us the opportunity to meet directly via text, phone, Facetime, or even “Face-to-Face”.

THE “WHY”
WHAT DOES THIS MEAN?

Time is not given, it is earned…

SOCIAL MEDIA is the ideal place to start earning that time and attention to cultivate new relationships for your business.

THE “WHY”
SOCIAL MEDIA STATS

- The average United States user is on social networks is 116 minutes per day
- 71% of the United States is on Facebook & the average user checks it 8 times a day
- The average time spent of Facebook is 35 minutes per day
- Instagram is the fastest growing social media platform (owned by Facebook)
- Google is the largest search engine and owns YouTube (2nd largest search engine)

THE “WHY”
HUMAN TOUCHPOINTS

1970

1970

2019

Not Guaranteed

THE “WHY”
In 2019, the average is **20+ touchpoints**... and the prospect is 2/3rd through the decision making process until he/she engages the company directly (phone call, meeting, etc.)

For every 1 direct touchpoint (email, phone, meeting), a prospect will have 2-5 indirect touchpoint (research without the company/people present)
WHAT SOCIAL MEDIA IS TO YOU

Your digital recruiting channel...operating 24 hours a day, 7 days a week, 365 days a year to create and nurture relationships of those who choose to get to KNOW, LIKE & TRUST via the smartphone

Your digital sales channel...operating 24 hours a day, 7 days a week, 365 days a year to create and nurture relationships of those who choose to get to KNOW, LIKE & TRUST via the smartphone

THE “WHY”
Social Media is the avenue to build a relationship when you’re not “Face-to-Face” with your prospect.

Social Media does NOT replace, but enhance the “Face-to-Face” experiences that drive your business.

Your social media accounts should tell the story of your brand and business. Most importantly, show (not tell) why people should KNOW, LIKE & TRUST in the moments where you are NOT directly engaging with them. Which just so happens to be 98% of the time…
Employee Candidates

Go from not aware or interested in your business...to knowing who you are, why you’re in business, and who they want to meet even before they step through the door. You allow your candidates to do homework on YOU during THEIR TIME!
RECRUITING STORY

✓ Ted
✓ 28 years old
✓ Moves to a city 900 miles away... Reaches out to company and asks for interview

SOCIAL MEDIA HELPS RECRUITING
Upon completion of the interview, he says to management...“I’ve researched for months and this is the company I want to be apart of. Can I meet Richie and John?”
✓ Ted was PRE-SOLD on the company long before the first interview...what are you doing to PRE-SELL your business?

SOCIAL MEDIA HELPS RECRUITING
Sales Opportunities

Go from not aware or interested in your business... to knowing who you are, why you’re in business, and understanding what quality people and processes you have in place to deliver the very best to THEIR customer base.
✓ B2B Manufacturer

✓ $35 million in sales
✓ Prior to 2014, the company was 100% traditional in marketing, selling, and recruiting.
✓ The company had a desire to attract new talent and capture business opportunities they felt “they were missing” online.
SALES STORY

✓ Initially engaged prospect on social media (Facebook and LinkedIn)
✓ Interacted with a fake name via website chat box we installed on the website
✓ Read 12 blog posts
✓ Watched 5 videos
✓ Reviewed 3 spec sheets

SOCIAL MEDIA HELPS SALES

21 HANDSHAKE

HMA
After 4 months and dozens of “touchpoints” with the business, the prospect finally requested a meeting with a sales person and finally told us who he was.

First sales meeting... our client had the opportunity to quote 20 items and won.

4 years later, this customer spends $4 million annually at a 41% gross profit margin.

**The inside sales, engineers, and customer services did the most “ Selling”**
DON’T MAKE THEM WAIT

To learn about you and your business while someone is...

- Driving in their car
- Using public transportation
- Waiting for a Dr. appt
- Working out at the gym
- Sitting in the park on a lunch break
- During the TV break of March Madness
THE ULTIMATE “MIDDLE MAN”

...IS YOUR OPPORTUNITY
THANK YOU: OFFER

Connect with Isaac..

✓ Send me an email – Isaac@21handshake.com

✓ Share with me how you’d like social media to help your business?

✓ I’ll provide you a 1-page customized “How” based on what we do for our clients -- FREE
Q&A?