

THE ULTIMATE “MIDDLE MAN”



21 HANDSHAKE



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



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BIO



Broad College of Business
MICHIGAN STATE UNIVERSITY



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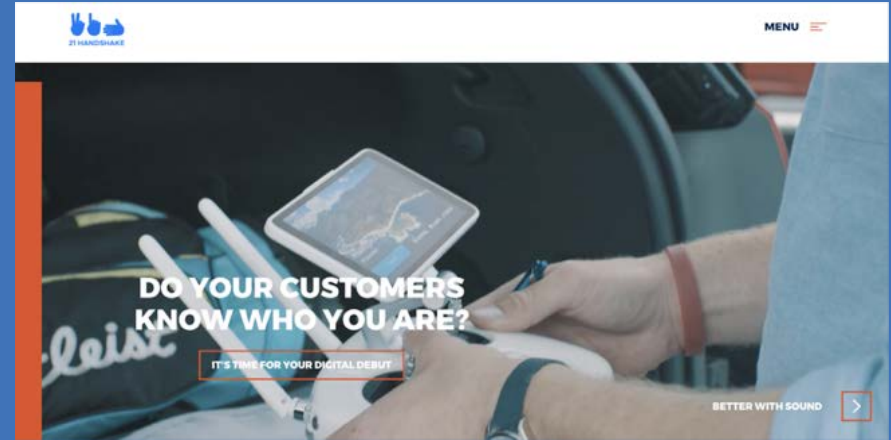


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We help traditional businesses create & nurture *meaningful* relationships to the business. From vendors, employees, to customers... 21Handshake helps companies communicate and relationship build in the 21st century.



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IN THE INDUSTRY



NEXT GENERATION
ISAAC OSWALT

How to use Facebook to strengthen business and community relationships

A BUSINESS IS ONLY AS STRONG as the community in which it operates, and any time a company can use its skills and resources to help elevate other businesses in the area, it only helps raise the entire community.

I've found that Facebook is a tool that helps the just that. Here's how:

In a recent meeting, I was presented with a review of our company's 2017 financials, started by verbal. As business people, it's truly amazing how many other businesses we support in our efforts to deliver quality products and services to the people we want to be successful in.

A local restaurant called Maria's Cafe popped up as a Facebook member and the member next to this breakfast joint was quite surprising. "I gotta call Craig, I need some equity in this place for this agenda," I stated in my head. I know that Craig like most of Maria's staff truly appreciates my business as I affectionately refer to Maria's Cafe as "my satellite office where I don't have to clean my coffee cup."

But that's not the point. I realized that I'm missing opportunity after opportunity as I look through my expense columns. During the meeting, I felt our "I can help now" completely out of context of the situation. The "Dream Team" broke at me being which is just for the owner and the meeting ends.

As a business owner and a good citizen, I want to be known as one of the most helpful people in my community. To be completely transparent, I do feel good about doing right but I also know helping others get what they want allows me to receive what I'd like. Doing the right thing is a solid business strategy for anyone.

Here's what I'm doing in 2018 and I invite you to join me.

Remember the acronym: IFAB

- I: Phone for email/photos for Facebook access to your business page
- F: Personally sign off (the phone isn't there)
- A: Authentic (be you)
- B: It, (like was right)

STEP 1
Pick 2 business firms that expense columns and go there (restaurant, car service, printer, etc.)

STEP 2
Open the Facebook app on your phone. Here's how you let them know how much you appreciate the products or services they offer.

STEP 3
Take a picture/video of the local business you support. It doesn't have to be fancy.

STEP 4
Write a really, yet heartfelt comment on how much you enjoy the people and the business.

STEP 5
Tag these businesses using the tag feature and searching for their business name (not just writing down their name, actually tagging the business Facebook account).

STEP 6
Press the Post button, and you're done. You've now tagged them in a photo or video and their fans, your fans, and other members of the community are going to see it.

STEP 7 (OPTIONAL)
Use Facebook advertising and "boost" a post for \$5 to share with more people. You will need to get set up on Facebook advertising, but that's not our difficult task.

Congrats to you! You just gave your local buddy social proof of how much you value the people, and their business, and you made sure 100-150 people saw it. That's hundreds of real people, who now know real feelings about how one real business feels about another. ■

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CURRENT COMPANIES



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MEDICAL FUSION PARTNERS

Medical
Supplies



mahalo
WELLNESS

CBD Oil



Strategic
Consulting



the
establishment

Real Estate
Development



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WHAT IS THIS?



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THE "WHY"



THE SMARTPHONE

✓ 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 😊”



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THE “WHY”



THE SMARTPHONE



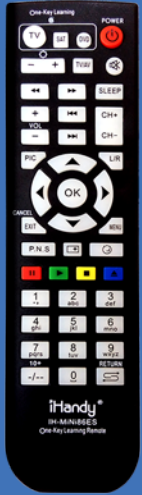
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THE "WHY"



THE SMARTPHONE

CONTROL



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THE "WHY"



WHAT ARE THEY SELLING?

amazon



UBER

NETFLIX



THE "WHY"



WHAT ARE THEY SELLING?

Our most precious
resource as human beings



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THE “WHY”



WHAT ARE THEY SELLING?



TIME



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THE “WHY”



THE PREDICAMENT



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.



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THE “WHY”



THE PREDICAMENT



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



People have grown accustomed to making decisions on THEIR TIME



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WHAT DOES THIS MEAN?



WORRY NOT MY HMA FRIENDS...



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THE "WHY"



DON'T PULL YOUR HAIR OUT...



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NEEDED TO INCLUDE TOMMY BOY SOMEWHERE



THE RESOLVE

The companies mentioned early purely digital...and your business is NOT.

And...

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



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THE “WHY”



RELATIONSHIPS

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

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

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



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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



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THE “WHY”



KEEP DOING THIS!!

*WITH ONE
SIMPLE SHIFT*



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THE “WHY”



ONE SIMPLE SHIFT...



YOUR
TIME



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ONLY DURING BUSINESS HOURS



ONE SIMPLE SHIFT



THEIR
TIME



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24 / 7 / 365



THE LEAP

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 **



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THE "WHY"



THE LEAP

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 **



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THE “WHY”



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.



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THE “WHY”



TOUCHPOINTS TO “YES”



T = Touchpoint -----
*A human interacting with
your people or business*



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**



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THE “WHY”



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”.



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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.



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SOCIAL MEDIA STATS

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



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THE “WHY”



HUMAN TOUCHPOINTS

1970



2019



Not Guaranteed



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THE "WHY"



THE PREDICAMENT

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)



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THE “WHY”



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



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THE “WHY”



SOCIAL MEDIA REMIND

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...



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THE "WHY"



RECRUITING STORY

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!



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SOCIAL MEDIA HELPS RECRUITING



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



RECRUITING STORY

- ✓ 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?"



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SOCIAL MEDIA HELPS RECRUITING



RECRUITING STORY



- ✓ Ted was PRE-SOLD on the company long before the first interview ...what are you doing to PRE-SELL your business?



SALES STORY

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.



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SOCIAL MEDIA HELPS SALES



SALES STORY

- ✓ 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.



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SOCIAL MEDIA HELPS SALES



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



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SOCIAL MEDIA HELPS SALES



SALES STORY



- ✓ 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" **



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SOCIAL MEDIA HELPS SALES



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



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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



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Q&A?



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