

Our Presenter



Richard Nacht is the founder and CEO of Respond Media and is a recognized expert in the application of social media and social networking tools for effective marketing. He is the author of *Realty Blogging* and the forthcoming *Recruiting with Social Media*, teaches social media at New York University-SCPS, and is the chairman of the Education Committee of the Society for New Communications Research.

Richard's business and research focus is on integrating new and emerging social media tools as a means for improving communication, collaboration and conversations among communities of interest.

A/The Key to Accelerating Sales with Social Media

What social media is not about

- ✓ **What makes social media different**
- ✓ **Social media is not “me, me, me”**
- ✓ **Social media is:**
 - ✓ **Communication**
 - ✓ **Collaboration**
 - ✓ **Connection**
 - ✓ **Conversations**

Selling via social media tools should not be and can not be about me, me, me.

A/The Key to Accelerating Sales with Social Media

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Social media tools ARE about

Communication

Collaboration

Connection

Resulting in Conversation

A/The Key to Accelerating Sales with Social Media

What is different about social media

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Isn't it true that each of those topics are already important to your sales role? Sure they are.

What is unique about social media on the net today is that each of these processes can be supercharged, enhanced, extended - well beyond the size of a traditional audience.

Collaboration and Social Media for Effective Communication:

What is the problem that needs to be fixed?

- ✓ **email is broken**
- ✓ **Messages must be tighter, faster and delivered in a more compelling style**
- ✓ **Create natural pathways for the exchange of information and knowledge**

Current online communication tools that can be improved on:

Email

Bulletin boards

Listing services

Collaboration and Social Media for Effective Communication:

What is the problem that needs to be fixed?

✓ **email is broken**

✓ **Messages must be tighter, faster and delivered in a more compelling style**

✓ **Create natural pathways for the exchange of information and knowledge**

• **Fractured groups that require users to broadcast information requests with each new request and abandon authoritative, credible and historical contributions built up with previous activity. This raises the barrier of entry to the detriment of the communities involved.**

Collaboration and Social Media for Effective Communication

Lowering of Barrier to Entry

- ✓ **Blogging**
- ✓ **Wikis**
- ✓ **Social networking**

The bar to entrance into the use of technologies such as social networks, wikis, and blogs has been set so low anyone who knows how to send an email can participate.

Collaboration and Social Media for Effective Communication

Improved Communication

- ✓ **Blogging**
- ✓ **Wikis**
- ✓ **Social networking**

Different divisions or teams, or channel partners, can collaborate to track projects or engage in frank conversation. They can also be used to promote collaboration between members.

Collaboration and Social Media for Effective Communication

The New Face-to-Face

- ✓ Blogging
- ✓ Wikis
- ✓ Social networking

Since members will likely be in disparate locations, the online community becomes a new method of "meeting" face-to-face.

Collaboration and Social Media for Effective Communication

How to engage sales professionals

✓ **Blogging**

✓ **Wikis**

✓ **Social networking**

Validation

Affinity

Collaboration and Social Media for Effective Communication:

How will this benefit the enterprise

- ✓ **Change as technologies evolve**
- ✓ **Require high degree of participation to be effective**
- ✓ **Interactive**
- ✓ **User generated sharing**

Clay Shirky, an adjunct professor at New York University, calls the underused human capital and its potential at companies an immense “cognitive surplus” – one that could be enhanced by the use of participatory tools.

Clay Shirky, Here Comes Everybody

Collaboration and Social Media for Effective Communication

Section Conclusion

- ✓ **Blogging**
- ✓ **Wikis**
- ✓ **Social networking**

New social media tools are about the users, not the technology

Extending Beyond the Walls of the Enterprise

- ✓ **Collaboration
Creates
Cooperation**
- ✓ **Communication
Creates
Contentment
(trustworthiness)**
- ✓ **Conversations
Create Clients**

Can you see how these tools can extend beyond the walls of the enterprise; can you see the value within the enterprise being similar to value beyond?

It requires no great leap to understand that the knowledge of how to maximize the value of these social media tools for improved internal communication, collaboration and conversation can be applied to increasing our opportunities for successful sales efforts outside the enterprise.

Benefits

- ✓ Deepen customer relations
- ✓ Build and leverage **“your space”** for Communication

“Really, the world has changed and social media has changed, and they all come together in this space,” Eliason said. “Look at what companies have been doing with social media for a while -- the advertising piece, the PR piece -- treating it like the press. But it's really a great place to talk to customers. You look at the success we've had. We have conversations with people, and we're very personal in what we do.”

Frank Eliason, Comcast, digital care division

Benefits: Collaboration Creates Cooperation

External facing wiki

- ✓ **The Contribution Revolution**
- ✓ **User contributions for collaboration**

“The concept of user contribution isn’t new. (C)ompanies... have actively created something I call a *user contribution system*. That is, they’ve created methods for aggregating and leveraging people’s contributions or behaviors in ways that are useful to other people.”

“Such a system creates value for a business as a consequence of the value it delivers to users – personalized purchase recommendations, connections between buyers and sellers of hard-to-find items, new personal or business relationships, lower prices, membership in a community, entertainment, information of all kinds.”

Scott Cook, Intuit, The Contribution Revolution Wiki

Benefits: Collaboration Creates Cooperation (2)

External facing wiki

- ✓ **Involve managers**
- ✓ **Protect the experiment**

“Every day, millions of people make all kinds of voluntary contributions to companies – from informed opinions to computer resources - that create tremendous value for those firms’ customers and, consequently, for their shareholders.

Scott Cook, Intuit, The Contribution Revolution Wiki

Benefits: Communication Creates Contentment (trustworthiness)

Blogs

- ✓ **Conversations ARE taking place. Best you be there**
- ✓ **Blogs can be locations to engage prospects leading to a positive trusted relationship**

Blogs, wikis, social networks and online communities all function as practical mediums for engaging consumers in conversations that lead to the building of positive, trusted relationships. And, business transactions. ”

*Paul Chaney, Conversational Media Marketing;
emphasis added by presenter*

Benefits: Conversations Create Clients

Blogs

- ✓ Turn strangers into friends
- ✓ Turn friends into customers
- ✓ Turn customers into Raving Fans
- ✓ Gain Word-of-Mouth supercharged

“Whether they are aware of it or not, consumers are part of a largely creative, wholly collaborative Web-based community. With the advent of the Web 2.0 anyone with a computer and Internet access has a voice - and millions are speaking up!

What are they talking about? Everything imaginable, including conversations about our brands, products and services. Turning a deaf ear to what's being said could be a death knell to late or reluctant adopters.

Paul Chaney, Conversational Media Marketing; emphasis added by presenter

Extending Beyond the Walls of the Enterprise

You want to be where the “*there*” is!

- ✓ **Social nets, blogs and wikis are *just* places where prospects are spending time online**
- ✓ **The fact is, you want to be where the prospects are; you want to be *there***

Social nets, blogs, wikis – after all, they are just websites – where prospects hang out

You want to be **THERE**

Extending Beyond the Walls of the Enterprise (2)

You want to be where the “*there*” is!

✓ If the *there* can be your *there*, so much the better

✓ *Conversations Create Clients*

As technology becomes imbedded in more and more of what we do, offline and on, it will become more apparent that the choices of where to spend time online will be no different than the choices of where to spend time offline.

Our job as sales professionals will be what it has always been – to put ourselves *there* – where the prospects are so that we will have the best opportunity to make a connection, to ask for feedback and collaboration, to start a discussion - **to enter into a conversation**

Thank You!

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