

# 7 Tips for Connecting One-to-One

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## WHEN YOU CAN'T MEET FACE-TO-FACE TO BUILD RAPPORT

When you're building a one-to-one relationship without the benefit of in-person interactions, you must be even more deliberate about executing a relationship building discovery process. Here are seven tips to help you get started.

## engage by keeping it real & relevant

**Tip#1:** First impressions count. Groom your online persona as carefully as you do your hair. (More so if you're bald.)

### WHY?

To manage what customers and prospects see when they search on your name.

## online profiles are your virtual business cards

### HERE'S TWO THINGS YOU CAN DO

#1: Create a LinkedIn profile. <http://www.linkedin.com>

Shame on you if you don't already have a one! There's lots of information available online to help you fill out the profile in a professional, appealing way. In addition to having a profile you also need to keep it current – nothing kills credibility like out of date information. Enough said.

#2: Create a Google profile. <http://tinyurl.com/createmyprofile>

Once you update your name, occupation and location, your profile will appear in a box on the first page of Google's search results for your name. Can't beat that for search engine optimization!

Use your Google profile page as your main home on the Web if you don't have a personal website. Add links to your company website, blog, Twitter, LinkedIn and Facebook pages, social bookmarking profiles, photo-sharing sites, and other places you want to publicly share. Likewise, link back to your Google profile from all those same places. Also include a link in your email signature.



upload your photo



## no one wants to talk to a ghost

**Tip#2:** Put a name and face on each introduction and subsequent communication.

### **WHY?**

People connect with people, not text and hyperlinks.

### **HERE'S 2 THINGS YOU CAN DO**

#1: Research the individual person you are contacting.

Google their name, just like they'll be Googling yours. View their Google, LinkedIn, Blog posts, Twitter Account and Facebook profiles to look for common interests and network connections. Leverage all social media channels and remember - no more cold-starts for building relationships.

#2: Personalize your very first communication – be specific & relevant

Specifically the hand-off of leads from a MQL (Marketing Qualified Lead) to a Sales Accepted one. Introduce yourself with a photo. Even better, include a short video introduction.

**ACCORDING TO RESEARCH CONDUCTED BY FORRESTER, EMAILS INCLUDING VIDEOS GET 2-3X MORE CLICK-THROUGH RATES THAN THOSE WITHOUT VIDEOS.**

*(That's marketing lingo for the receiver doing something more than ignoring or deleting your email.)*



**Tip#3:** Keep tabs on the marketplace, industry and competitor trends.

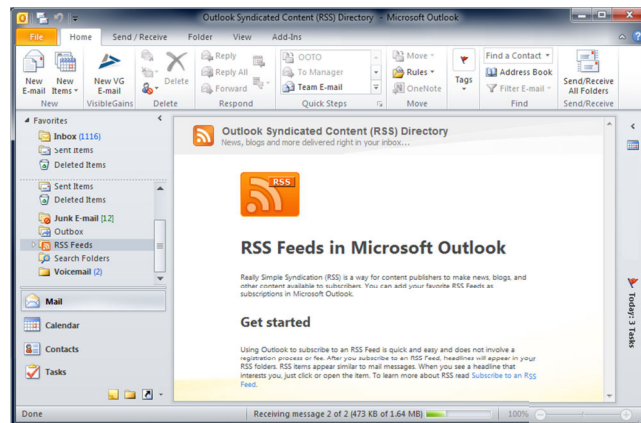
#### WHY?

To watch for trigger events—changes in the industry or an organization impacting prospective buyers' needs and priorities. Reference triggers in your communications to motivate taking action to advance the sale.

#### HERE'S 2 THINGS YOU CAN DO

#1: Set Google alerts to send daily email alerts on specific topics relevant to your buyers' businesses.

#2: Subscribe to RSS feeds of primary news sources and thought leaders' blogs. Make it part of your routine to scan them. You may notice through the daily updates to you RSS that a target company is hiring more people or made subtle changes to its marketing positioning. Perhaps a competitor is making changes that will directly impact your client. Leverage your awareness of current events by commenting to form connections.



if you use Outlook

turn on a few RSS feeds

**Tip#4:** Mix it up. Use multiple media formats to communicate.

#### WHY?

Not everyone has the same communication preferences as you. Plus, you increase your clout when people start seeing you show up in multiple places online.

#### HERE'S 2 THINGS YOU CAN DO

#1: Ask prospective buyers how they like to communicate. You may reliably read email, but a prospect may pay more attention to his tweet stream.

#2: Commit to adopting a new communication medium, like Twitter, if

that's new to you. Or, commit to learning more advanced features of LinkedIn, such as feeding blog posts and tweets to your overview page. Each time you write a new post, it will filter onto the overview page automatically.

### **Tip#5: Hang out with your customers online.**

#### **WHY?**

To listen. People publicly air concerns and needs. Study the words and phrases used so that you cultivate empathy through a common vocabulary.

#### **HERE'S 2 THINGS YOU CAN DO**

#1: Ask a few existing customers what their information sources are. Look at LinkedIn profiles of customers to see what groups and professional associations' customers have joined. Join these same groups. Follow the conversation threads. Observe first so that you're sensitive in choosing where and how you ask questions or share information. You are likely to be ignored, or written off as a loser, if you comment off topic or promote your products and services inappropriately. Once you feel comfortable, start sharing in helpful ways. Soon you'll develop a reputation for being a go-to person.

#2: Visit the online forums where your current customers and prospective buyers participate. To find appropriate forums, use the advanced search option on Google. Type "forum" (without the quotes) and the topic you're interested in following.



### **Tip#6: Use your personality and sales smarts to put a relevant wrapper around the content nuggets you share with prospects.**

#### **WHY?**

Adding context adds value. Don't just push out more marketing propaganda. Align the information you share to each prospect's unique business needs.

## HERE'S 2 THINGS YOU CAN DO

#1: Send only small chunks of information. For example, send only one or two case studies, not five. Sending too many links or documents at one time overwhelms the receiver often resulting in the receiver reviewing none. Ensure all communications are brief, benefit-led and relevant. Never lose sight of how crazy-busy your prospective buyer is.

#2: Keep your eyes open for tidbits to use as personal touch points and ways to advance relationships. Prospective buyers aren't looking for a new best friend, but they do enjoy doing business with likable real people.

**Tip#7: Advance the sale (and relationship) with each personalized message.**

### WHY?

To shorten the sales cycle, deepen the relationship and earn more money, of course!

## HERE'S 2 THINGS YOU CAN DO

#1: Be mindful to be action-oriented by being specific about the actions you'd like the prospective buyer to take and when/how you will follow up.

#2: Inject a sense of urgency to prompt a prospective buyer to take action.

**VisibleGains lets sales and marketing break through, add value, and stay visible in front of prospects.**

**VisibleGains for sales provides a simple, affordable tool to streamline how salespeople connect, share relevant content, and interact with prospects to foster high-value conversations.**

Examples include:

- An increase between 20% to 400% in the attendance at webinars for several software companies
- An information services company had over 20% of prospects watching content advance to trial, meetings or demos
- Doubling of close rates on proposals for a communications firm

### TRUST IS EARNED

- PUT IN THE WORK
- SHOW GENUINE CURIOSITY
- ESTABLISH CONNECTIONS
- BE HONEST
- BE AUTHENTIC
- BE PROMPT
- SHARE FREQUENTLY
- ALWAYS EDUCATE
- DO WHAT YOU SAID
- MAKE THEM SMILE
- SAY THANK YOU