

Introduction (00:03):

Welcome to the Same Side Selling podcast, dedicated to modern sales and marketing, innovation and leadership. Here's your host, Ian Altman.

Ian Altman (00:15):

Welcome to the Same Side Selling podcast. I'm your host, Ian Altman. In the Same Side Selling Academy, one of the popular questions I am seeing is about how to capture attention and network when in person networking events, trade shows, and let's just grab coffee are no longer options. Please be sure to follow me on LinkedIn, where I share even more content as well as on samesidesellingacademy.com. So how should you handle networking when the notion of networking has changed dramatically? First, let me highlight what not to do. I've been receiving these messages lately from people on LinkedIn and via email who were just pitching their services. They include a subject line that says things like, can we meet tomorrow at 2:00 PM or best rates on whatever they're selling XYZ. Both of these are horrible, but why are they so bad? In the first example, can we meet tomorrow at 2:00 PM?

Ian Altman (01:17):

It comes across entirely as someone just trying to sell you something. That individual doesn't even attempt to suggest that they might not be a good fit. Rather they just want to meet with anyone who might have a pulse. When you open that email, it talks all about their company and its services. Even telling the story makes me feel a bit nauseous. In the second example they lead with, Hey, we have the best rates on XYZ. For example, it might be best rates on development services or best rates on SEO. Or my favorite. We have the best approach for lead generation. I can only hope that those folks use a different method for their clients than they do for themselves because their approach sucks. The problem with the best rates approach is that you were telling your potential client that the only thing that matters about your product or service is the price. It's like saying we might offer lousy stuff, but Hey, at least it's cheap.

Ian Altman (02:16):

Now that we've covered what not to do. Here's some ideas to help drive real results. I cover this concept in detail, within the Growth In Crisis course that you can access for free at samesidesellingacademy.com, no strings attached. First evaluate the condition of your market. Second, take a look at the top priorities for clients in that market. If you don't fit into one of their top priorities, then it might not be the right market for you right now. And keep in mind. That might mean that you need to pivot your offering a little bit to align better with what their top priority is at this moment. Third, define the problems that you solve for each market you serve. Seek hyper specific examples that will resonate with the right people. It might even repel the ones who are not a good fit. This might sound counterintuitive, but narrowing your focus is the key to attracting the right clients in this virtual networking world.

Ian Altman (03:17):

Fourth share examples of problems that you solve for those specific markets. You might seek opportunities to be helpful to others around solving those problems. Look in LinkedIn groups, Facebook groups, or even Twitter. Do not pitch your services. Rather just demonstrate your expertise and be helpful. And then within your network share the problems that you solve and disarm the notion that you have the answer for everyone. For example, you might say, well for B2B companies who have salespeople stuck battling over price, instead of value, they tell me I solve that for them quickly, but not every business is the right fit for my approach. That's the disarm part. If you know of one or two people facing that challenge, I'd be happy to see if we might be able to help. So in that case, you're demonstrating the expertise, but you're disarming the notion that you're just there to sell something because you acknowledge that not everyone's a good fit for you.

Ian Altman (04:18):

Ironically, these same steps apply when you're able to network in person, but in these unique times, doing the right thing is even more critical. After more than 250 episodes, I've been fortunate to have helped many people develop a path of growth and learning. To that end I'm shifting the content from this podcast to sharing similar messages and content on LinkedIn and within the samesidesellingacademy.com. I hope you'll join me there. Thank you for your participation in this community. It's been an honor serving you in this podcast. Have an amazing week add value and grow revenue in a way everyone can embrace, especially your customer. See you on LinkedIn and in the Same Side Selling Academy. So long.