

Member Webinar

I'm in a LinkedIn Medical Device Group, Now What?



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Welcome

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- Presentation
- Q & A



*“We don't know,
what we don't know”*

New Member Webinar

I'm in a LinkedIn Medical Device Group,



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Questions

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Goals for Today

- 50K overview of LinkedIn
- History of Social media
- The power of LinkedIn groups
- Key strategies & tips



**Leave with at least one idea for yourself
that you will use – *today***

Quick Intro



Steve Porcaro
President
1-4-All Coaching, LLC

- ▶ **SalesPlus Coaching & Mastermind Groups**
 - Leadership, Business & Career Coach
 - Speaker & Facilitator
 - LinkedIn Medical Device Sales Groups
- ▶ **Industry experience**
 - Sales Consultant
 - Orthopedics – trauma, sports, recon, etc.
 - Field Trainer
 - Distributor
- ▶ **U.S. Navy Corpsman**
 - Surgical tech, first assist, & central supply



So, What is a Social Network?

- ▶ A Social Network is a **collection of people** that are “connected” to share contacts and resources
- ▶ Lets you utilize other people’s “connections”
- ▶ Different social networks cater to different users
- ▶ Facebook - personal, some business
- ▶ **Linkedin caters to a strictly *BUSINESS* audience.**



Why LinkedIn?

- ▶ It's a **professional** networking tool.
- ▶ It can be leveraged to:
 - Find & be found by business contacts
 - Grow a referral network
 - Build influence w/clients or hiring managers
 - Competitive Intelligence research
 - Stay in touch with key people
 - Heighten your corporate and personal brand



What LinkedIn is not

- ▶ For kids or recreational purposes
- ▶ Facebook, Myspace or Twitter
- ▶ A magic bullet to growing business or job
- ▶ Waste of time or energy
- ▶ Going away soon (social networking is here)
- ▶ Something you can avoid



Your LinkedIn Profile

- ▶ A web page on the LinkedIn system
- ▶ Your personal business presence on the web
- ▶ Online list of your credentials & experience
- ▶ Advertisement for you and your company
- ▶ Should align with the official – “company story”
- ▶ **Should be marketing oriented**



Social Networking

- ▶ Know other people, personally & professionally
- ▶ Key to create & nurture relationships:
 - Get support
 - Ask for advice
 - Share ideas
 - Referrals to decision makers
- ▶ It's a planned process to interact, engage, and become known



Know, Like and Trust

Key Networking Tips

1. Never, never, impose or ask for a referral or job...
Ask for Information (advice and counsel)
2. Be brief...respect other person's time
3. Ask questions & give the other person a chance to talk
4. Ask for suggestions on how to expand your network
5. Create a process for follow-up
6. Always find ways to reciprocate
7. **You will get, what you put into LinkedIn**



Why LinkedIn groups

- ▶ Boost your network quickly (limited to 50)
- ▶ Reflect your professional interests & goals
- ▶ Professional development
- ▶ Target market or demographics
- ▶ More intimate community
- ▶ Able to connect and communicate



What you can do in groups



- ▶ **Networking paradise**
- ▶ Discussion groups
 - Post & answer questions
 - Get feedback, share best practices & resources
 - Develop recognition among your peers, customers & others
- ▶ Start your own – colleagues, customers, professional, prospects, alumni, specialty, etc.

10 Advanced Strategies

1. Own your group
2. Update status often
3. Recommendations
4. Add presentations, video, documents
5. Browse network & communicate
6. Search companies & build database
7. LinkedIn email signature
8. Post articles
9. Participate in discussions
10. Reach out to 1st & 2nd connections



Summary

- ▶ **Purpose** – grow business; build a sales team, transition?
- ▶ **Plan/Prepare** – how much time? Daily weekly, build network.
- ▶ **Prioritize** what comes first? – post questions, answers, intro's, research, discussions, other
- ▶ **Press start button** – commit. You will get out, what you put in.



Questions?

