



Building and Maintaining Relationships in Today's Virtual World

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What are we going to talk about?

- My Opinions
- Why do we build relationships?
- What is Networking?
- History of the Corona Virus
- How do I adjust to the “New Normal”?
- How do I build New Relationships?
- How do I maintain Current Relationships?
- How do I do Online Networking?
- What do I talk about and what is my message?
- What platforms should I use?
- Conclusion

My Opinions

- “ABC” – Always Be Connected.
- “ABP” – Always Be Positive.
- “It depends...”
- *“Being in transition is your permanent job, landing is only temporary.”*

Why do we build relationships?

- Built to learn about yourself and others
- Built to make us feel good
- Built to remove us from isolation
- Built to open doors to others
- Built to provide us with a support system
- Built for **“AIR”** – **A**dvice, **I**nformation, **R**eferrals
- Built to set the stage for future assistance
- Built to set the stage for future opportunities

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What is Networking?

- Networking is a connector
- Networking is instrumental to your career growth
- Networking is used in job search
- Networking connects us to:
 - Our personal relationships
 - Our business relationships
 - Our internet relationships
 - Potential new relationships
 - Potential new opportunities

History of CoronaVirus

- December 2019 – Started in Wuhan, China
- January 20, 2020 – Reported in Japan, Thailand, South Korea
- January 21, 2020 – 1st case reported in Washington State
- Today – more than 200 countries have reported the CoronaVirus according to the Center of System Science and Engineering at John Hopkins

	April 7, 2020		September 23, 2020	
	Cases	Deaths	Cases	Deaths
– Worldwide	1.4M	76.4K	32.2M	984K
– US	387.1K	12.7K	7.1M	203K
– NY	130.8K	4.8K	458K	32K
– NJ	37.5K	1.2K	203K	16K

What has changed since CoronaVirus?

- More than 16 million American lost their jobs
- We are social (physically) distancing
- Businesses are permanently closed or closing
- Business employees are working remotely
- Schools are operating remotely or hybrid mode
- Physical events - Weddings, Seminars, Concerts, Social Group meetings, Sports event attendance have been cancelled or delayed
- Business/Family obligations are no longer separated

How do I adjust to “New Normal”?

- Structure your day
- Network the same but differently
- Utilize more social media
- Exercise
- Share responsibilities with your partner if possible

How to structure my day?

- Set normal work hours – Get into a routine
- Create a dedicated work space – lighting, phone
- Discuss with family your work period - DND
- Discuss internet connectivity with family members
 - Watch the drain from other users – movies, games
- Address childcare , pet and eldercare needs

Any Questions

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How do I build new Relationships ?

- Be Positive
- Be yourself – know your strengths and weaknesses
- Be open to meet new people
- Be honest dealing with yourself and others
- Find something in common with other people
- Be strategic in searching for new relationships
- Connect with unlike-minded people
- Be patient – new people may have other priorities

How do I maintain relationships?

- It takes time and effort
- Get comfortable with technology platforms
- Contact people regularly
- Participate in on-line groups meetings
- Be personable
- Be a helper
- Be a giver
- Request specific help when asked

What is needed to maintain relationships?

- Follow-up with people on a continual basis – “ABC”
- Out of sight is out of mind
- Contact people you have not spoken with recently
- Make Video calls instead of telephone calls
- Send birthday and holiday cards
- Send articles of interest
- Have virtual “coffee” meetings and social events
- Join virtual networking groups and attend meetings
- Volunteer

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What do I talk about?

- Let people know you have been thinking of them
- Find something in common to talk about
- Ask them how are they doing at this time
- Ask how are they managing during this time
- Ask how they are socially distancing
- Ask about their health, safety and 'loved' ones
- Ask about their current work status
- Ask how you can help them at this time
- Display kindness, sincerity and authenticity

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Where do I find new relationships?

- Virtual Networking Groups
- Professional Associations meetings
- LinkedIn – Searches, “follow” people, Feeds
- Twitter Feeds
- Blogs / Articles
- Virtual Seminars / Webinars
- Newspapers, Magazines, Podcasts
- Bankers, Accountants, Lawyers, Commercial realtors and Insurance Brokers
- Your current network – ask for referrals

How do I do Online Networking

- Start with local people in your network for referrals
- Make a personal connection – find things in common
- Have a clear message for people you reach out to
- Let it be natural, conversational, effortless
- Show confidence in tone and passion
- Be specific regarding the reason for reaching out
- Ask for a virtual meeting

How do tell People who I am?

- Think about and write down your accomplishments.
- Think and bullet your skills.
- Write down 10 **PARVs**. **P**roblems, **A**ction, **R**esults, **V**alue to the organizations
- Determine a Theme you want to project –
 - I am a problem solver
 - I turnaround companies
- Narrow your story so it is brief and conversational.
- Refine it and practice it.

How do I develop my pitch?

- Your pitch contains the “**4Cs**”
- **C**lear, **C**onsistent, **C**oncise, **C**ompelling
- Your Name (My Name is _____)
- Your Profession – Not Titles (I am _____)
- – Financial Business Partner
- – Marketing Guru
- – Business Problem Solver
- Your Expertise – Skills (I help _____)
- – Manage Cash
- – Raise Capital
- Your Business environments – NFP -Public
- Include your Special Strengths – Certifications, etc.
- Tell people the **Value** you added to previous employers

Which Technical Platforms should I use?

- Zoom
- Webex
- GotoMeeting
- Skype
- Google Hangouts
- Google Meet
- BlueJeans
- Slack
- BigBlue Button

Which Social Media Platforms to Use?

- LinkedIn
- Facebook
- Twitter
- Instagram
- Tumblr
- WhatsApp
- Meetup
- Bumblebizz
- MeetMe

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Conclusion

- We build relationships to get “**AIR**”
- Times have changed since the beginning of the year
- Networking is the connector to relationships
- Structure your day
- Be personable, sincere and authentic with relationships
- Networking remotely today is very important
- Develop a powerful pitch with the “**4C**”s
- Become skilled in the various Technical Platforms
- Use various Social Media Platforms
- Stay healthy and be safe
- Remember your “**ABC**” and “**ABP**”

Further Questions? My Contact information



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