

NETWORKING

“Transforming how companies interact with their vendor/suppliers, contractors and customers”

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MDOT DBE Training Symposium 2010

WHO DO YOU KNOW?



- IT IS NOT WHAT YOU KNOW IT IS WHO YOU KNOW...
- What are talents abilities and experience if no one knows you exist?

Who do you know?



- MDOT DBE Prime Contractors
- MDOT DBE Subcontractors

People interact with peers, managers, experts, and customers in new ways



The traditional hierarchical organization structure has changed.

WHAT IS NETWORKING?



- A. Getting out and meeting people
- B. Saying Hi and shaking someone's hand
- C. Giving someone your business card
- D. Developing and using contacts made in business for purposes beyond the reason for the initial contact
- E. All of the Above



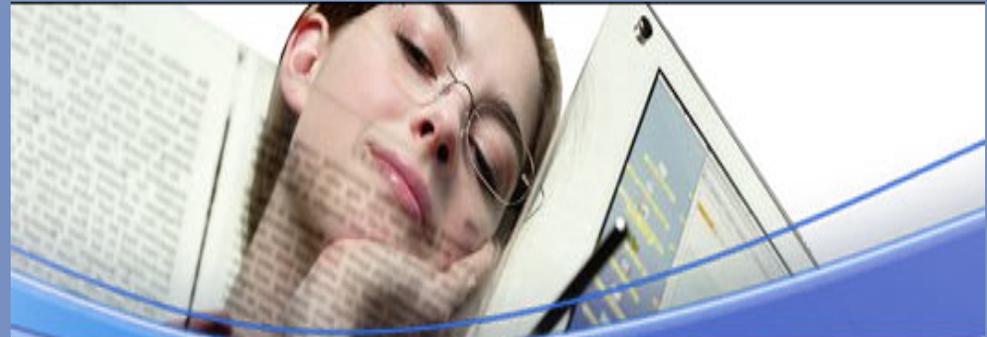


- NETWORKING IS...
- Building relationships
- “Starting with a known contact instead of an unknown contact demystifies the networking process”
- Breaking Networking stereotypes
 - What are some negative networking stereotypes

NETWORKING GOALS

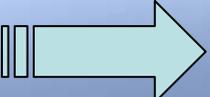
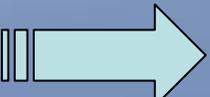
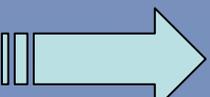
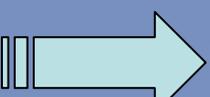
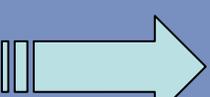
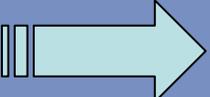


- What are your strategic Networking Goals?
- How much \$\$\$
- How many people?
- The S.P.I.T.
- The handshake!
- The business card, flyers and brochures



HOW DO I NETWORK WITH MDOT CONTRACTORS?



- Michigan.gov/mdot  contractor services
 -  Disadvantage Business Enterprise
 -  Search MUCP DBE Directory
 -  New Pre-qualified Contractors OR
 -  New MDOT DBE certified firms OR
 -  All Pre-qualified Contractors OR
 -  Pre-qualified by work type

HOW DO I GET CONTRACTS?



- www.Bid4Michigan.com
- MITN
www.govbids.com
- McGraw Hill Construction Dodge Reports
www.fwdodge.com
- Construction News Service
www.Michiganconstruction.net
- Builders Exchange
www.bxlansing.com



SOCIAL NETWORKING ... THE NEW WAVE!



- Social Media Marketing and PR is the practice of facilitating a dialogue and sharing content between companies and influencers, prospects and customers. It uses various online platforms such as blogs, professional and social networks, video, photo sharing, wikis forums, and related Web 2.0 technologies.

GET SOCIAL



- It is no secret that the social networking audience has grown rapidly. In 2008, 79.5 million people—41% of the US Internet user population—visited social network sites at least once a month, an 11% increase over the previous year.
 - Source. Emarketer.com



HOW DO I PARTICIPATE IN SOCIAL NETWORKING?



- www.facebook.com (1,755)
- www.twitter.com (3,398), (3,071) txdot
- www.linkedin.com
- www.blogtalkradio.com
- www.google.com
- www.yahoo.com
- www.blogger.com
- www.wikispaces.com
- www.pbwiki.com

21 WAYS TO NETWORK WITH CONTRACTORS & CREATE A B2B BUSINESS MODEL



1. Word of Mouth
2. Direct face - to face contact
3. Residential Saturation
4. Advertising or trade sites
5. Blogs, Vlog, blog radio
6. Social Networks, (Twitter, Facebook, Myspace, LinkedIn)
7. Email Blast
8. SEM Networking (Google, Yahoo)
9. Telemarketing
10. Mobile SMS marketing
11. Direct Mail
12. Event Networking (Sponsorships)

21 WAYS TO NETWORK WITH CONTRACTORS & CREATE A B2B BUSINESS MODEL CONT...



13. Radio TV Ads
14. Advertising events
15. Video Calling/conferencing
16. Webinars
17. Podcast
18. Website with white papers
19. Wiki
20. Social tagging /Fusion networking
21. Press releases



TRADE ASSOCIATIONS

- Michigan Emerging Business Association
www.michigandbe.com
- Associated General Contractors of America
www.agc.org
- Associated Builders and Contractors
Incorporated www.abc.org
- American Road and Transportation Builders
Association www.artba.org



TRADE ASSOCIATIONS

- Asphalt Pavement Association of Michigan
www.apa-mi.org
- Michigan Infrastructure and Transportation Association
www.mi-ita.com
- The Construction Association of Michigan
www.cam-online.com
- Engineering Construction Industry Association
www.ecaonline.net
(online trade journal)



TRADE ASSOCIATIONS

- Construction Management Association
www.cmaanet.org
- American Council of Engineering Companies
www.acec.org
- National Association of Minority Contractors
 - Mechanical Contractors Association of Detroit
 - www.mcadetroit.org
- Transportation Construction Coalition
- Journal of Construction Engineering and Management

WHAT DO I DO NEXT?



1. Set strategic networking goals
2. Make a list of people you know
3. Contact friends/family and alumni
4. Make contact with MDOT DBE's prime contractors and sub prime contractors
5. Complete the 21 ways to network list and create a B2B business model
6. Recruit volunteers, interns and help

Action Plans



What is your plan?



TIPS



- Do - make a goal to meet 10 people per day
- Do - carry business cards everywhere
- **Do not - go to lunch alone and do not sit next to the same people**
- Do - follow up and maintain networks- send cards
- Do - join network association/ trade journal association
- Do – contact DBE contractors
- Do - harness the power of social networks by building ways to brand and promote company in social media



THANK YOU!

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