



Networking has always been associated with connecting with people at an event, meeting a person on a plane or at a dinner party. Handshakes initiate the relationship and then we finalize it by connecting online. And while we do meet people virtually through conference calls and cold connection requests, the majority of our relationships initiate in person.

While it is still early days with Coronavirus, the impact is rippling around the world at an unimaginable speed. We have gone from “this is just a cold that happens somewhere else” to international travel being canceled, erratic market behavior and social distancing.

The impact on how we meet people, build relationships and sell from our home office is just starting to sink in. No more face-to-face meetings, no flying around the country, no networking events, no social events and on and on.

Our existing relationships have jumped in value and we will now depend on referrals and online introductions unlike ever before.

In 2020, technology will be the bridge from the death of the handshake to the new era of digital networking.

## The Days of the Handshake

Networking events were valuable opportunities to meet people and potential prospects. Starting with an introduction and a handshake, the conversation started. If all went well, business cards were exchanged, another handshake and then the connection was finalized on social media.

There is a lot to be said about a face-to-face meeting. Laughing at a joke or finding something unique that forms a quick relationship is much more natural than via a conference call.

What feels like overnight, suddenly meeting face-to-face starts to feel like a social faux pas. Shaking hands is now viewed as spreading germs and coughing creates a panic.

## Your Network's Value Just Increased

Your existing network becomes extremely valuable to develop new opportunities as social distancing restricts physical networking activities. The business cards collected over the past years and online connections are now your windows to the world as you set-up your home office.

As you start to get your network in order, consider these five questions:

- 1) Do I have a complete overview of my client contacts?
- 2) Is my list of prospects up to date?
- 3) Who do I know well in my social/professional online networks?
- 4) Who are the 50 people in my network that are crucial to growing my business?
- 5) When was the last time I connected with each of the 50 and how do I start to re-engage?

## Technology Bridging the Handshake

A combination of CRM, professional/social networking platforms and video/communication technologies will start to remove the distance in "social distancing".

While these technologies have been around for the past 10 years, our dependency on them will increase significantly over the next months.

This demand to engage networks online will drive innovation and open the door to new participants. Technologies that help people manage their personal networks more effectively as well as creating opportunities for teams to efficiently combine their networks will gain momentum and challenge incumbents

To highlight existing challenges, consider the following questions:

- 1) Do I have a good overview of my network and know where to focus my efforts?
- 2) How up to date is our company's CRM and how engaged are our users?
- 3) Beyond the value of staying connected on social/professional networks, what am I missing?
- 4) Which video communication application should I use and how easy is it for my clients and prospects to connect, i.e. firewalls, etc.?
- 5) If I want to focus my efforts on my top 50 contacts, how will I use these technologies to achieve this?

## Conclusion

---

Today, it is very challenging to know what tomorrow brings. What was unimaginable a week ago, is now happening every morning when we wake up. It is clear that the next 6 to 9 months will be tumultuous at best.

The way we interact with people and build relationships will be significantly altered and our daily life will look much different as we get use to social distancing ourselves from everyone.

Change is upon us and the only way to succeed is to adapt. While we "distance" ourselves physically, our "social" connectivity online will become our source of strength and opportunities.

## About Aidentified

---

Aidentified was founded by twin brothers Darr and Tom Aley after a number of successful data related ventures and work at Amazon, D&B, and Dow Jones. The opportunity they saw that was unmet was the “Holy Grail” of combining an individual's consumer and professional attributes into a unified single / household profile and using new technology to surface relevant relationships.

Leveraging a database of 300 million U.S. profiles, Aidentified uses the latest AI and machine learning technologies that allow its customers to search for prospects based on recent wealth events that include stock trades, mergers and acquisitions, IPOs, management changes, new company investments, income, age, location, position within a company, personal interests and more. Aidentified's proprietary Relationship Mapping algorithms further help by connecting our customers' personal and corporate networks and their client networks to find the strongest and fastest path to a prospect.

### **Aidentified, LLC**

The Wheelhouse, 33 Bradford St, Concord, Ma 01742t

[www.aidentified.com](http://www.aidentified.com)