

Digital Tools to Win New Business without Face to Face meetings

Growing your network and closing deals in the days of COVID

Accounting and Finance Show 2020

Hong Kong

Michelle Lombard

CFO, scoutAsia

Co-Founder, Pixie B



PIXIE.B
皮鞋布鞋

How to engage | Etiquette for a new business era

* Be sensitive and aware

Times are tough, purse strings are tight

People are cautious and don't want to risk wasting either time or money

Different journeys for everyone – some might be facing financial difficulties or personal loss

* Be helpful, not hungry

Friends are professional contacts, and contacts can become friends

Pushy or aggressive behaviour online is not a positive

Be sensitive that people might not want or need to engage with you

* Sow the seeds for future success

Take the long view

Just because digital is “instant” doesn't mean things will happen overnight



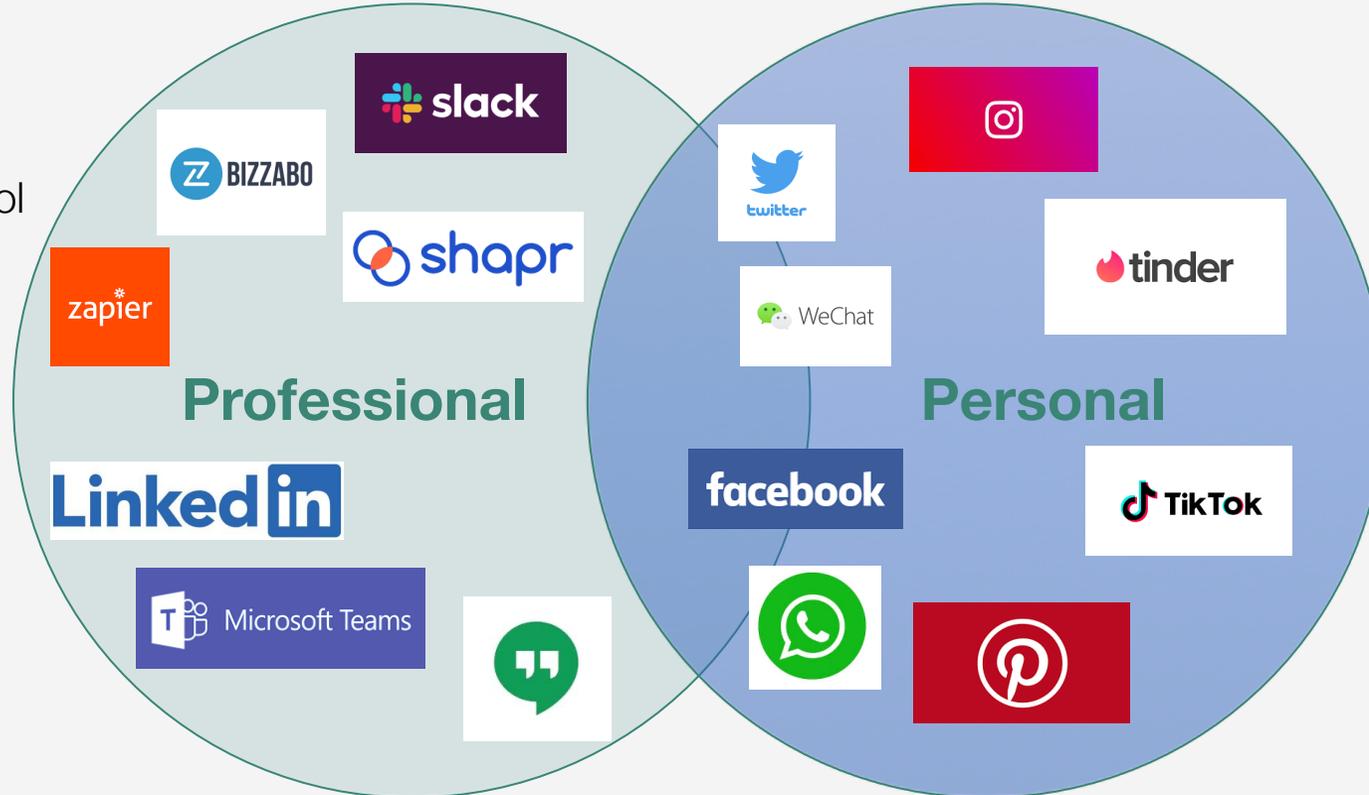
Digital Tools | The intersection of personal and professional networks

LinkedIn

Simply the best resource for professional networking at present

Increasingly the go-to tool for recruitments

If you're not checking LinkedIn almost daily you're not fully using it



Facebook

For some users, a powerful means to create and amplify a professional profile

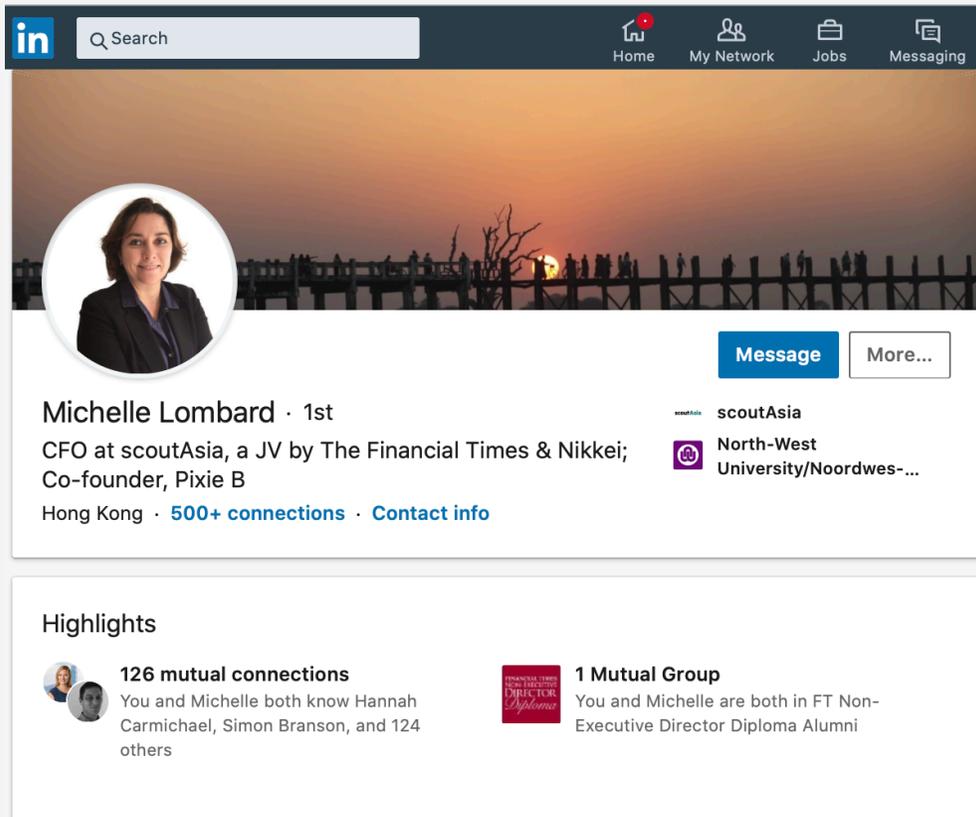
Social and private networks have converged

If you use personal social networks professionally, make sure to use the same profile photo



Digital Tools | The intersection of personal and professional networks II

Just because you *can* use Facebook to build your professional profile doesn't mean you *must*! The choice is yours!

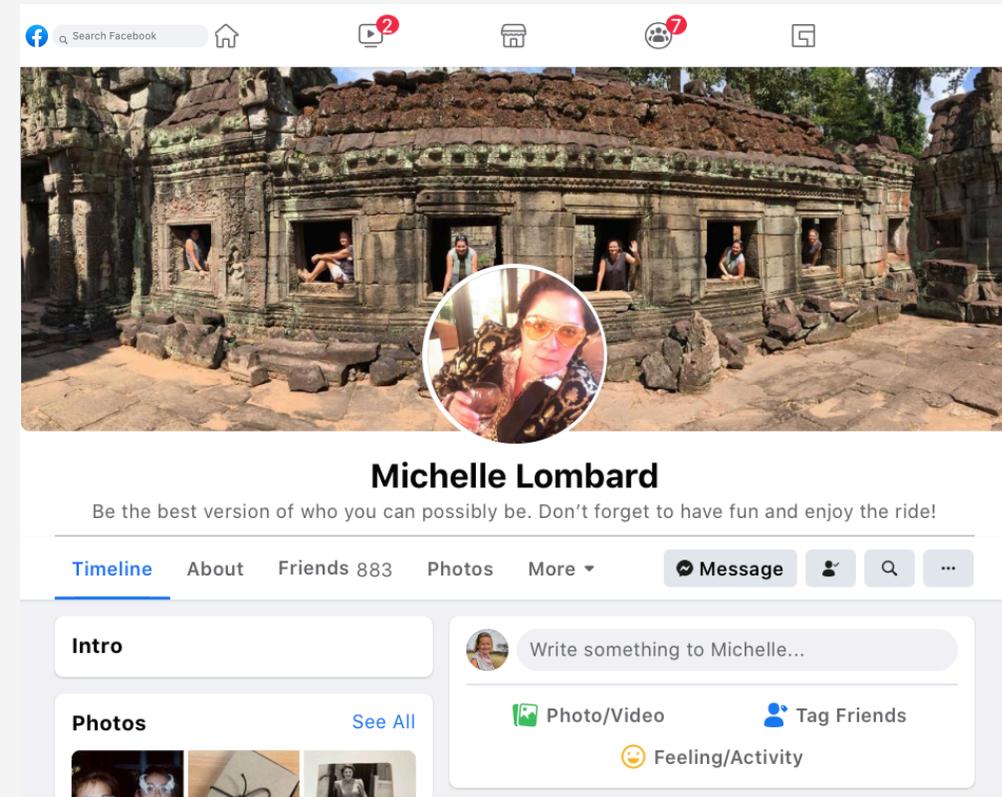


The image shows a LinkedIn profile for Michelle Lombard. The header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, and Messaging. The profile picture is a circular portrait of Michelle. Below it, the name "Michelle Lombard · 1st" is displayed, followed by her current role: "CFO at scoutAsia, a JV by The Financial Times & Nikkei; Co-founder, Pixie B". Her location is listed as "Hong Kong" with "500+ connections" and a "Contact info" link. To the right, there are buttons for "Message" and "More...". Underneath, a "Highlights" section shows "126 mutual connections" with a list of names and "1 Mutual Group" with a description of the group.

Michelle Lombard · 1st
CFO at scoutAsia, a JV by The Financial Times & Nikkei;
Co-founder, Pixie B
Hong Kong · [500+ connections](#) · [Contact info](#)

Highlights

- 126 mutual connections**
You and Michelle both know Hannah Carmichael, Simon Branson, and 124 others
- 1 Mutual Group**
You and Michelle are both in FT Non-Executive Director Diploma Alumni



The image shows a Facebook profile for Michelle Lombard. The header includes the Facebook logo, a search bar, and navigation icons for Home, Notifications, and Groups. The profile picture is a circular portrait of Michelle. Below it, the name "Michelle Lombard" is displayed, followed by the tagline "Be the best version of who you can possibly be. Don't forget to have fun and enjoy the ride!". The navigation bar includes "Timeline", "About", "Friends 883", "Photos", and "More". There are buttons for "Message", a search icon, and a menu icon. Below the navigation bar, there are sections for "Intro", "Photos" (with a "See All" link), and a post creation area with options for "Photo/Video", "Tag Friends", and "Feeling/Activity".

Michelle Lombard
Be the best version of who you can possibly be. Don't forget to have fun and enjoy the ride!

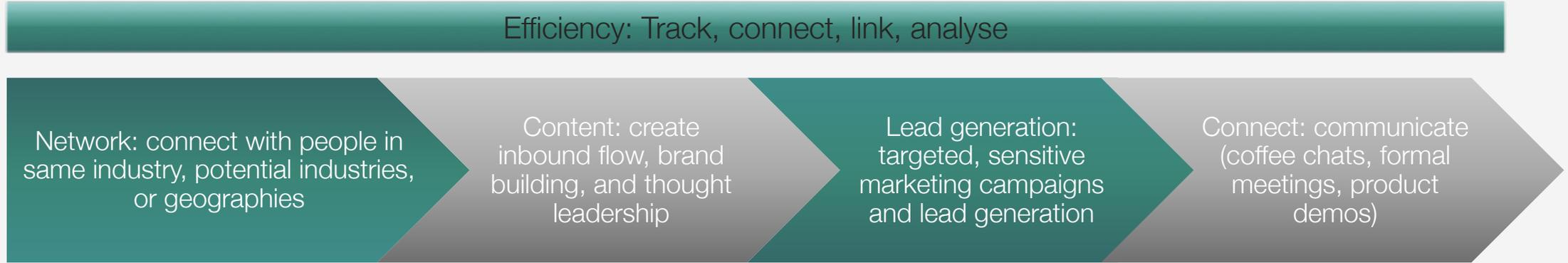
[Timeline](#) [About](#) [Friends 883](#) [Photos](#) [More](#) [Message](#) [Search](#) [More](#)

Intro

Photos [See All](#)

[Photo/Video](#) [Tag Friends](#) [Feeling/Activity](#)

Digital Tools | How to build new business



Networking	Content Building	Lead Generation	Connect	Efficiency
LinkedIn	LinkedIn	Google Ads	Google Hangout	Zapier
GroupMe	Facebook	Active Campaign	Zoom	Slack
Shapr	Twitter	Hubspot	Microsoft Team	Bloomfire
Bizzabo	Instagram Live	LinkedIn Campaigner	Skype	Taskworld
Invitly	Blogs	LeadMaster	HipChat	Office365



Seize the Day | Active vs passive use of online channels to grow business

Passive

* Enhance visibility and profile

Make sure to post regularly, including commenting on sector relevant articles posted by other people

* Create content

Position yourself as a thought leader by writing timely articles and blogs that can be shared across multiple platforms

* Knowledge sharing

Share know-how, offer training sessions and update your FAQs section of your website

Active

* Actively mine existing network

Reach out to former employers, colleagues, friends, related industries

* Actively seek new networks

Focus on your own unique strengths (e.g. China, post-Covid economic recovery)

Target specific people and companies with thoughtful messages

* Cultivate relationships

Build trust-based relationships. Get to know your network. Arrange online "coffee" meets



Pitfalls and Opportunities | Make the most of the current situation

Do's: Recommendations	Don'ts: Practices to avoid
Do add value by being relevant, informative and helpful	Don't overdo it: be selective with the digital tools and networks you engage with
Do make sure to be active online every day	Don't lose the concept of private and sensitive vs. public
Do ensure you are sensitive and aware	Don't sacrifice quality for quantity
Do understand the difference between a business and personal digital presence / behaviour	Don't ignore responses
Do treat your digital presence like a brand	Don't rely only on free online brand-building and marketing



Thank you...

Over to you (questions?)

Michelle Lombard

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