

# How to Utilize LinkedIn for your Jan-San Business with Justi...

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## SUMMARY KEYWORDS

linkedin, people, post, connect, business, platform, janitorial, folks, engaging, person, talking, pitch, engagement, started, connection, profile, comment, position, share, thought

## SPEAKERS

Justin Clark, Halie Morris

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**H** Halie Morris 00:00

Hello, everyone, welcome to the Business of Cleaning. My name is Halie and this is going to be our first episode of the year, which is kind of crazy to think of. Welcome back to the Business of Cleaning for 2022. With me, I have Justin Clark. I'm going to let Justin introduce himself and dive right in. Especially I want him to tell us a bit more about that really cool sign behind him.

**J** Justin Clark 00:34

Sure. Well, my name is Justin Clark, I am fortunate to get to be the Vice President of Sales for Kelsan, and we're a distributor of janitorial supplies, packaging products and equipment. We're based out of Knoxville, Tennessee, however, have offices in the southeast and serve in a number of different verticals, from healthcare, to education to manufacturing, and spent a lot of time in the janitorial world.

**H** Halie Morris 01:00

So how did you get into a position like this?

**J** Justin Clark 01:04

That's kind of a funny story. So when I went to college, I didn't know what I wanted to do. So I got a degree in exercise science because I liked sports, and became a strength coach and a trainer. And I had a corporate boot camp where I trained CEOs in Knoxville, Tennessee, and the CEO of Cal San was my client for a year. So 14 years ago, I was helping him work out. And then he took a chance on me. He says, I asked to come work here, I say he recruited me, but 14

years ago, that's what got me into the janitorial world with disinfectant and trash liners, toilet tissue, and been here ever since. And been fortunate to work up through the majority of sales positions in the organization to now to be where I'm at. Wow,

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Halie Morris 01:50

that's a really cool, I mean, I'm glad I asked because you would never think that you would have come from that kind of background and jumped over.

J

Justin Clark 01:57

Sure. It's, it's been a it's been a cool transition. I have to say 14 years ago, I did not think I would be dealing with disinfectant and toilet paper for my career. But I found like, I love the people. I love my customers. I love the people I work with. And it's not really what you do, but you do it with. And so I'm really fortunate to get to deal with a lot of really good folks.

H

Halie Morris 02:19

No, I agree. Since starting the podcast, getting to know the industry more, it's some of the coolest people you'll ever work with talk to people are so open. And I think from the podcast side, I pull cool people like you and as gas and you're like, Yeah, sure, let's do it. So I think that's amazing. It's a really cool start. And it definitely gives out to the industry that we managed to nab, someone will like you. And here we are, all these years later. So I love it. I do too. That brings us why may I guess I'm gonna switch gears and talk about our topic for the evening. Which, oddly enough is not what people might expect, we're going to be talking about LinkedIn, which you have a huge presence on, and is a great business tool. So I want to ask first, before we get too far into it, your kind of journey coming on to LinkedIn and how you got to the point now where I feel like you're pretty popular on there.

J

Justin Clark 03:20

But that's nice of you to say, it's one of those things, it's easy to be popular in a small pond. And so what I mean is LinkedIn is a huge social network, it's gigantic, there's millions of people on it. But in our janitorial space, in our industry, from cleaning buildings, to the distributors to the manufacturers, there's very few people that utilize it in a way to connect to their customers, their company, and use it as a value. So because of that, you might view me as someone that you know, has this great following and LinkedIn which which I appreciate. But what it really is, is there's just not that many folks in our space, utilizing the tool to be able to grow and develop relationships. So that makes it easier to stand out. So I was a great, great tennis player, I thought and I what I found out was I went to a really small school in Indiana, and I was really good at it there. And then the rest of the world. But that being said, that the folks in this janitorial space, it is a tool that can absolutely change your business, it can change the culture of your organization. And I get pretty passionate talking about it.

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Halie Morris 04:24

TRANSFORMING ONLINE

No, I'm excited and that. That is why we brought it on not people's first thought when I think about growing their business and strengthening their industry connections. But it's a free tool that's right there in front of you. It's pretty cool I would say over the last couple years has become a platform I really enjoy getting on connecting with people and everything else. So I guess we'll start at the basics with our conversation just to give people a little setup for those who have only done the baseline like just I know a lot of people they've created their profile And then I've left it, or people who haven't even gotten onto LinkedIn yet. What are some of the big things? When you're first building that profile before you even start reaching out to people? And you start talking to people? What do you need to include and do with that profile? To? To kind of get you ready?

**J** Justin Clark 05:18

Well, I guess the first piece of advice I would give is to recognize that the profile you're building, you're a human. And people really enjoy connecting to other humans. So what I mean by that is, it's a business professional website. So it's about connecting, and it's not Instagram, necessarily, or Facebook. However, so many people in our space or in all business space, they overthink, what should they put, what shouldn't they put? What should I post, what should I not post and that the truth of it is, it's all about being genuine to who you are. And so it's really difficult to say every, every platform, or every page should look the same. So my first suggestion would be to put a picture of yourself that you feel good about, if you feel good, it needs to be a professional headshot, if it needs to be a glamour shot from the 80s. If it needs to be a selfie that you took, if you want it with your dogs, your kids something that you feel like it shows who you are. So having a picture and then having a title, that might give a little bit of insight into what you do. You know, you might be a procurement manager. And that's what you do. But maybe there's a little bit more there that you could add that would draw people in. So having a picture that kind of gives off your personality, and then also having that title. So when someone first sees your name, they might consider clicking.

**H** Halie Morris 06:33

No, I, I agree. And that's one of the first things we had to I did business. As a major I did HR, specifically as a major in college and all of our business students at the University of Toledo have to make a LinkedIn profile. They use adjectives is what they told us. And I remember like, you can spot who's been through the class because of how they set up their their little description right there at the top. And I always tell people now when I'm talking to them that like, what what is your career? What are you driven by with what you do, you know, something quick snapshot of who they're looking at. Adjectives are great, but they're very obscure and very high level, they're not actually learning anything about you most of those adjectives, everybody uses the same one. In so like, I think my might just be like, might just be marketing coordinator right now, because I'm very proud of the title that I've had like podcast coordinator and host and things like that, because it always gets people's attention. So now it's your it's your first, I guess, greeting before you get to the handshake, isn't it?

**J** Justin Clark 07:45

I have a minute of execution superhero. So what does that mean? You know, I think that

strategy is easy. And execution is really, really hard. And so I pride myself on being able to execute a strategy and surrounding myself with good folks. And that execution is big. One of my close friends, he actually has in his title, failed TEDx 38 times, he's applied to be a TEDx speaker 38 times and failed. And because of that, he puts in this title, and there's that little teeny that when you see it, you think there's something about this. That's interesting.

H

Halie Morris 08:19

Wow, that's cool, though. It makes me think what goes into applying for those?

J

Justin Clark 08:26

Yeah. So that that could be a whole nother conversation? Yeah,

H

Halie Morris 08:29

I know. Right? Yeah. It opens up a conversation before you even met, right. So after your that, I guess that heading bar up at the top. When you're starting to look down below, you get into the juice, you get into a bigger description. You get into your job history, and other things like that, including if you've been active, it'll show your recent activity. So what are some things to note for that spot? I always make sure people have something in there. But what's your advice?

J

Justin Clark 09:03

So I guess my first question would be, you know, who is the target audience that you're wanting to view your LinkedIn. So if someone is in a sales position, it's I've seen a couple different stats on this. But over 50% of the people you do business with are considering doing business with you will look up your LinkedIn page. So they'll just take a quick look. So if you are in any type of a sales position, or an influence position that you'd like to let someone know what you do, it's as basic initially is just letting them see, hey, here's what my business is, here's who I help. Here's how long I've been doing it. But then the big piece I would add to it is if you can add anything that's a little personal as well. So you know, do you like hiking? Are you really into knitting? What is it that you like to do as a person so they can have that small glimpse into him might connect with this person, but they like this and so do I or something that brings us together? You know, because of the inner We're more connected than we ever have been. But we also are really far apart in a sense that there's keyboard warriors and people that hide behind screens, and you don't actually know who they are. So if you can draw someone in for them to feel like they know you, it puts you at a huge advantage versus anyone else that they would be clicking on.

H

Halie Morris 10:18

Especially on like this kind of platform where it is more of a business focused platform than a social focus platform like some of the others. Correct. Alright, so somebody sets up this, their profile, and they get a really developed out, it looks really nice. And it is engaging and

interesting for somebody who might be clicking through what,

**J** Justin Clark 10:42

of course, like, I guess my question would be,

**H** Halie Morris 10:45

do they go out and engage people, like find people to network with five people to connect with and start building those connections? Or do they start posting first,

**J** Justin Clark 10:57

and so it's almost a chicken in the egg. But so So here, I'm going to go on a little bit of a tangent, and this is a, you're going to go to my TED talk really quickly. The biggest reason people don't post on LinkedIn, is because they don't feel like they don't, they don't have some thing of value that someone would care about. They view themselves in a way that what makes them so good are so great that they would write and anyone would ever care to read. I can tell you, every single person, there's something that's special about you, there's something that you're really good at, there's a perspective that you have, that will connect to someone, if you've heard the quote, that if you want to be loved by everyone sell ice cream, that we can't, how do I say it's the right way. When you post something on LinkedIn, there are going to be people that don't connect to it that don't like it. And that might even say something in a negative manner. However, there are so many folks that need your perspective they need, what you have to say and the experiences you've had. So when when you first think about, you now have this access just to share a little bit of yourself. So are you going to connect with someone first or place a post? First? It depends what your goal would be. So my suggestion, what do you like, we like to talk about in what is someone that you can try and help that maybe you've been through an experience that your experience could connect and resonate with them. So I would post before I have a bunch of connections, because your goal isn't just to build up this base of connection, the goal is to be able to help someone or be able to draw them in. So you're in a position to have a relationship with them.

**H** Halie Morris 12:44

No, I think that's yeah, food for thought, I know I'm guilty of I want to post and I want to create content and I get stumped on Well, what can I focus on or what provides value, or things like that, I get stuck on that idea a lot. And it's really hard to pull myself out of it.

**J** Justin Clark 13:05

Well, then we also get, you also get hit with the comparison trap, you make a post and you're like, Oh, nobody viewed it, nobody liked it. Nobody commented, and I'm not as good as somebody else. And then you know, we have all these terrible thoughts that run through our head. And it's just the enemy trying to press us down. But the truth of the matter is, at first,

you're just sharing what's on your heart. And it will eventually resonate with someone. Because every person out there, there's someone out there that's going to like you in there, and you're going to be able to help them. But on the flip side, there's a huge group that you're not going to so you can't expect to be able to draw in everyone, which goes back to what is your audience? Who is it that you're wanting to connect with? And that's that first question you might want to ask yourself, is Simon Sinek the power of y? Or what is your why? And so your question is, why am I going to use LinkedIn. And if you can come up with why you're using it, it becomes easier to decide what content you would potentially post. Alright,

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Halie Morris 14:10

so kind of going off of that, then if somebody is creating content, they're kind of going off. My idea is people are drawn to like Unity of content. I know that's something I've seen people on Instagram and YouTube, and things like that, where they feel if they don't post a certain type of content consistently, like they find their audience, and they are posting they like educational content in the janitorial space. And so they're sharing information a lot, and that's what I post. What's your thoughts on varying outside of that on occasion? I know we are not linear people stuck in one little like mindset. We have a lot of different interests. Do you bring in some of your other interests, your personal interests, your professional interests? into what you share.

J

Justin Clark 15:01

So you can have a focus around educational content. And that can be the basis of what you believe that your wife or LinkedIn. But the way you're going to connect to your audience is for them to be able to find out who you are underneath that educational content. So outside of just putting out the best new disinfected strategy, or the results that came in from ATP meter, or whatever it is that you would find interesting. They also want to know who you are in. What do you enjoy doing? What is your family? Like? How did you get into the business and the things behind that overall direction where you're trying to get to? If you've spent any time on social media, there's a lot of there's a lot of Mee Mee Mee Mee Mee people love to tell you how great they are. My suggestion for you, if you're going to get into LinkedIn, it's the 9010 rule. Nine 90% of your posts, be about other people, and helping other people or are showing other people not be asking for something, not just be trying to sell something out to someone. So we're really focusing on you're getting into your space, but then you're just sharing more information. You don't have to be in the one lane that you spoke about only. Because to your point, many of us live in multiple lakes.

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Halie Morris 16:21

All right. No, I was curious about that. Like I said, I actually very, very active on LinkedIn, that's probably my main platform, personally. And it is one thing I've heard people say they're scared to post outside that that lane that they've set up for themselves. So I was very curious on your perspective, especially with with a professional platform like LinkedIn,

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Justin Clark 16:45

will that decide to is it scared of what that would be my question

will that decide to is it scared of what that would be my question,

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Halie Morris 16:50

scared of whatever engagement. And this is, I saw something about this the other day, somebody had posted a video, or posted a I was on YouTube, she posted a community like where they can post the photo and texts and stuff. And she talked about, she had started doing one type of content, and then she'd mixed in another type of content. And eventually, that other type of content had risen and engagement. So she had started focusing on that because basically those numbers were telling her, this is what people want. And well then other people were like what happens to the original stuff, or she finds other interests. And she said, she's scared to post that original content because it drops her numbers. And everybody's afraid they're gonna lose that engagement, or lose that connection connections that they've built up over time. If they start posting something different?

J

Justin Clark 17:44

Well, I think it would depend on what the goal is of the platform. If your goal is purely clicks, likes, comments, because you want to build up such an influence or following that you want it to become your job one day. If that is your end all be all goal, then that might be a more relevant feeling. But the majority of folks on the social media platform with LinkedIn are not making attempt to be influencers to get paid for their opinion, they're really trying to connect to people in their business space to grow themselves personally, to be able to find ways to to become a better version of themselves by connecting with other folks. So you're right, your numbers might go down. But then that also goes back to you know, what is success for using the platform. Success for me is when I get to walk through my office, and maybe a newer employee, maybe been with us six months is able to come up to me and ask me about my daughter, when I had a post about her doing really well in a gymnastics competition. And now that person in our office has the ability to come up to me who doesn't know me, who has a high level position in the organization. And it creates a connection in a community between me and that person. A very well might not have very many likes on it, my engagement could have gone down. But my perspective on using the tool is not to just get likes and comments as much as it is to be able to broaden the people that I can influence and that can influence me. So in the janitorial space, because that's what we're talking about. So often we compare ourselves to other people in our industry. So if you're a business service contractor, you will evaluate what you're doing, compared to some of the biggest and best business service contractors in the country. And many times that puts us in a small box because all the relationships and people that were around are in our space. LinkedIn allows you to connect to other high level folks that are in totally different spaces. So you can be a business service contractor or property manager that's cleaning a facility and now you're getting to understand somebody that's in a totally different world who has different problems and different opportunities to be able to grow instead of us being purely stuck with people I have the same mindset that I've done the same thing for many, many years.

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Halie Morris 20:05

Now, I think that diversity of connection, it helps with the learning mindset to that that growth, that you're talking about a social channel, but for an even like the benefits it has to your business, but personally, those connections can help you grow as an individual as well, whether

business, but personally, those connections can help you grow as an individual as well, whether it's in your professional life, or if it's something you take at home, and you just feel better about who you are at the end of the day. I mean,

**J** Justin Clark 20:36

yeah, so an example of that would be, we recently have a new position that we started at our company as a sales development rep. And what that position comes from is actually the SAS, the software as a service industry. They have this position, sales development rep, it's very normal. It's, it's an entry level role. However, when you look in the janitorial space, I couldn't see anyone doing it. And I'm not sure why. But I was able to connect to someone on LinkedIn, a buddy of mine now, who lives in Canada, who runs a company, and all he does is hire and find sales development reps for companies across North America. And so I was able to learn from him. What does he look for? What is he like? What does he not like? What are his pitfalls been. And so now I was able to add this role into our organization, which is going to last, it's going to be a really important position. And it did not come from our industry. But yet, it's going to benefit our industry. And without the LinkedIn connections, I never, I never would have had that understanding.

**H** Halie Morris 21:38

There's a lot of benefits from learning from the people in the industry and in your group. But it's like you said it gets closed off after a while you have to bring fresh ideas into that mix, you have to bring fresh thoughts, you have to be able to stir it up a little bit. With just you something like that something as simple as introducing a new to the industry role into your business can make a big difference.

**J** Justin Clark 22:03

Sure. And there's no reason to recreate the wheel in the sense that when someone else has already done it, and you can go learn from them and start off at a much higher spot than if you had just you know said we could sit in a room with a pen and a whiteboard come up with something. Or we can go find someone else that's already come up with it, they can get us 80% of the way there. So I prefer that option.

**H** Halie Morris 22:25

A lot less time spent. Trying to get something that sometimes like you get to take something that's good and make it even better when you do like. Sure. So all right. So you're connecting you were talking about these connections we're talking about, there's people in the industry that are valuable. And there's even a lot of great professionals outside of the industry. You want to make sure you have those connections. But when you are out there, either looking or engaging on other people's posts, how do you decide to make that connection? Who like how do you decide who to do it with? Right? Like, do you just go for the upper level? Or exact do you go for and look for anybody in the industry or outside of it that might be you know, creating waves or sharing interesting things?



**J** Justin Clark 23:12

I would say first off, stop overthinking it. Jeff Bezos had a comment, I can't remember what he said it was within the last six months, don't overthink decisions that are easily reversible. So for example, if you choose to connect to these five people, and for whatever reason for them, you don't actually like there's not value don't agree with them. It's just one click to no longer follow or be connected to those folks. I err on the side of connecting with almost everyone primarily because I've learned so so much more from people I didn't expect to and I'd be fearful I wouldn't have the discernment based on someone's profile to know, yes, I should connect or No, I shouldn't connect based on, you know what that could do for the relationship or our company's development on what they've done or what they know. So I connect with most folks.

**H** Halie Morris 24:09

Right now I was I seek out people to connect sometimes to if I've been engaging, and I've noticed I'm engaging with the same type of people in the same time content every so often. I will try to branch outside of it. So I was curious, but you're right. Like if the it's a simple thing to follow or unfollow so. Sure. All right. As far as posts kind of coming back around to one of those original questions I asked. There is always the big question of when do I post and how often do I post? And I know there's no single answer to this, but what have you found for yourself over time, that has just it made more made the most sense, I guess?

**J** Justin Clark 24:57

Um, so this is where it I'm not the I'm not a LinkedIn expert, I don't work for LinkedIn, I haven't, you know, taught any classes. But there is an algorithm that LinkedIn uses, that seems to be constantly changing what that algorithm means is, who they show your stuff to, and how often. And so what I found, is posting in times when people are probably going to be looking at their smartphone, is a better chance of them engaging with your content. So if I would post something between 630 and eight in the morning, there's people before work, there's a chance they're scrolling through that engagement is going to be higher than if I posted something at 3:30pm On that same day where people are not quite through their entire workday yet. Now, this is when once again, when you're going for those vanity numbers, when you're wanting to get the clicks and you're wanting to get the likes, there was a lot of time I spent trying to post at the right time. And I really do believe there is a little bit of difference. However, it goes back to what Nike it's just do it, I promise you, you choosing to post at whatever the worst time is, is a much better than choosing to not do anything out of fear of rejection or fear of not being correct or fear of being right. So there are probably there are better times, but they won't significantly change the experience you get to have on on LinkedIn and use the tool.

**H** Halie Morris 26:21

Okay, cool. So how often are you like, out of curiosity? How often are you posting right now.

**J** Justin Clark 26:29

JUSTIN CLARK 20:29

So right now, not very much at all, I might post a couple times a week, maybe. It's, it really depends on life. And there's people that would that would suggest you post every day. And there is truth to folks that if you use the tool more regularly, LinkedIn will reward folks that are on there more often and in potentially help them get more engagement. But it really comes down to again, where your heart is that in this like, what is your why. And so for me to talk to you, Halie and say, hey, you need to start posting every single day, and it's going to change your life in this exact way, would really be an estimate. However, what I can tell you is if you choose to not post or not engage at all, you're going to be very limited in the circles you're around and the people you're around with. It's not a significant amount of time that's necessary. You can maybe spend an hour a week, you carve out an hour a week to post and comment, I can assure you, you will gain significantly more for that hour investment in the way you're able to grow as a person, and what you're able to learn, because they're absolute high performers all over the website. And so you people are really concerned about what they post, were, your best way to get engagement into Grow, is what you comment. So let's say you don't feel comfortable posting, you're not quite ready to take that, that jump to where you're gonna put something out there. Commenting on other people's posts and engaging with them, when they say something profound when they say something that's interesting. You can get in conversations to where you really get connecting with folks. And before you know it, people start to think that you're an expert, and you really know what you're doing. And all you've done is commented on somebody else that has a great follow up. So it's a but once again, you still have to choose to act. But um, so posting can be scary, commenting, not quite as scary. So I remember when I didn't drink coffee, I went to Starbucks, and I wanted to know what was the gateway drug to get me into coffee. And they gave me this like white mocha. This is like 700 calories of sugar to get me into coffee. So if you're thinking I want to use this free tool, this LinkedIn Tool, and I'm not sure how the easiest thing to do is just to start commenting on other people's posts that you think are somewhat interesting. Yeah, I

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Halie Morris 28:55

guess I'm across platforms. And what I found, personally, and I don't know, like I said, I don't work for any of these companies either. So I don't know behind the scenes. But the algorithms tend to work kind of similarly, in that they're trying to identify content for the user that is most relevant to their interest. However, they get to that point, that seems to be like the general consensus of what these algorithms are trying to do. And so across platforms, there's some I'm never on I'm never on Facebook, I follow people on there just to get their birthdays. Not gonna lie, sends me an email each morning. I double check it just to make sure I have forgotten anybody. Other platforms I engage in. I used to try to post regularly. I used to be like you I used to be trying to hit numbers by posting certain types of content, certain types, try to look up the frequency, what's the optimal bow love, and all these other things and try to hit it and I noticed that it wasn't doing me any favors if I really wanted to pay attention to the numbers, because either posts were too close together, and they were competing for each other for attention, like, nobody has gotten a chance to see the first one. And I've sent out the second one. Or it just wasn't relevant enough that it wasn't recommended to anybody. And so for my other platforms, and even for LinkedIn, I spent more time I think, going through and engaging on posts and looking and seeing what people's Rhett posted, what they have written article wise, things like that, especially people love engagement on articles, because there's not nearly enough of it. So doing that kind of stuff, I've noticed I've gained more followers, and I've hit some of those, those vanity metrics more easily, and then posting a lot less frequently. I know on Instagram, it's very true. When I backed off on posting a lot, and just focused on other types

of engagement. The platform actually rewarded me for its non typical, like, preferred, like I wasn't hitting all the recommended things, right? Sure. I was just focusing on those relationships and building them through through other people's content.

**J** Justin Clark 31:15

Sure, well, I know the audience, some of which they might not really know what LinkedIn is, exactly. Or maybe they know just at a basic level, if I can kind of boil it down, if you use the tool, it's a social media tool. And if all you do is share your thoughts, a couple times a week, you're going to be able to recruit talent without paying recruiters fees, you're going to have customers that you currently do business with that are going to engage with you, outside of the content. Every meeting I go on, when I go talk to customers, people that have bought from us for years, they'll make little comments about posts that I've had on LinkedIn. And it draws us closer together to where it's it's reducing, it's helping to reduce customer churn. It's helping connect are your employees. So we like to we all like to know each other, and that people like to know what you think is interesting. So you're going to connect more to your current employees, you're going to connect to your customers, you're going to connect to future employees that you can recruit. And then you're going to connect to prospects. So you're gonna have new accounts coming to you on a tool that is 100%. Free. Currently, we could wake up tomorrow, and they can start charging all of us but in the current state, it is free to use. And all you have to do is choose to take a step in that direction, it to begin seeing a benefit.

**H** Halie Morris 32:44

Everybody's experiences on LinkedIn are going to be different, everybody's approach is going to be different, because we're all individuals. And I think the nice thing about our platform, LinkedIn, LinkedIn is it honors that individuality. All right, kind of coming back around, because I know if somebody is listening in right now, they they probably got pretty interested when you said something at the beginning of that phrase, and a couple of times throughout, you've used it as a recruiting tool. And right now, obviously, there is a lot of problems with the job applicant market. And, you know, finding applicants, applicants finding jobs, this is a hot topic right now. So before we go too much further, can you tell us a little bit about what you mean by using LinkedIn as a recruiting tool?

**J** Justin Clark 33:36

Alright, so changing jobs or changing careers? It's a It's kind of scary. It's exciting. It's scary. And anytime you're thinking about doing that, there's a fear that's in your mind. Who am I going to work for? What's that company going to be like? It? Can I see myself there? Do I connect with them on a cultural level? Do I connect with them on a personal level? When you take a new job, you're not exactly sure of those things. And so what ends up happening is people choose to not change jobs, or they just can choose to go somewhere they feel more comfortable. So when I say that you can use LinkedIn as a recruiting tool. It allows people that would consider working for you to get a deeper dive into what is Cal San, what is the leadership at Cal San, like, how do they communicate what's important to them, and you can share that, and then people instantly that fear of who am I going to work for gets reduced. So we have a home run talent that's going to be starting January 3 with us. She and I met on LinkedIn two

and a half years ago. And I knew this person would be perfect for our organization. At the time she was happy. She she knew she was good where she was. And over this two and a half years we've probably engaged in not direct messages ever never send each other direct message, but would comment or say something underneath it. And then here three months ago, I connect with her and she says, Hey, I'm actually looking for something new. And there's just something about your company that I think I enjoy working for. And that was all created based on simple following of social media, it reduced the risk of her coming to join our organization, because she felt like she knew us. And the truth of the matter is she did. And I felt like I knew her. So from a recruiting tool, you know, anytime you go out and use a recruiter, they get brought to your organization, they're, they're interviewing you as much as you're interviewing them. And this is a chance for them to get to know you. So every interview, I struggled to say 100%, but I can't think of interview, I probably sit in 10 interviews a month, every single time. If they're interviewing for a sales position, they reference, something I posted, talked about or was on, as they research the organization they were going to work for. And because of LinkedIn, and gave them a little bit of an input into who I am as the leader of the of the sales organization. And then it also allowed them to see what is big on the culture, because a lot I post on is the culture of our company. We're really proud of it. It's not that we're better than other organizations, but we really we love working here. And because we love working here, I want other folks to note. And then that allows them to think and I love working there too. And it puts us in a real spot to have a head up on recruiting. Well, and

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Halie Morris 36:34

that unknown when it comes to looking at a new position, or starting your first day is no matter how talented you are. I've heard people say like they're still nervous as can be. And making a decision connecting to somebody and peeling back a bit of that layer can go so far. And you don't just do it with potential applicants. You mentioned current employees as well, right.

J

Justin Clark 37:03

current employees and folks that, you know, I had a I had a post last week that two people from other districts I don't see very often they called asked me questions about in from there that connected Asana in a slightly different way that we had dialogue. And so if there's any C suite, if there's any VPS, or executives, I hear from so many folks in those positions, I just wish I had a better pulse to the company. I wish I understood what some of the frontline workers were feeling and saying and thinking but none of them talk to me they don't communicate. Well, oftentimes, the reason it is is because the title that you have, or the position you have intimidate when you choose to post on LinkedIn, especially with somewhat personal information, just how you're feeling or if you handle the situation poorly. Those frontline workers now feel more connected to you that they feel like they can come up and ask you a question. And all that one question them asking you about a post, it makes it so you can say you give him you give him a response about why you shared on LinkedIn. But then you can ask them, Hey, how's things going for you? What's working really well in your department? And they and they feel more comfortable sharing it because there's that that little bit of a connection based on what they know of you.

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Halie Morris 38:23

I find that the more often you check in with people ask how their day are is or things like that. Or even for me, I've come across somebody who's upset, which is always like the horror like you walk into a restroom is always crying, you're like, I've never been prepared for this situation. One time I I said do you want a hug? You know, just give me hug. Hugs work for me? And said yes. And you know, like her other people I check in I say hi, how are you doing? You know, things like that. And at first, they might just say fine, talk about loose stuff. But the more often you do that with the individuals, the more they open up and they they tell you how their day is really going, the more comfortable they get with you in that trust that you can build, which is so key. I think it was one of our previous episodes, we asked somebody what is the biggest thing that can destroy company culture and they said lack of trust or the you know, it takes the smallest things, but this is a way that you can build that up and you can do it by making yourself more approachable through a platform like LinkedIn.

J Justin Clark 39:40

It's there's something we all love. It's hard to say with with so much divisiveness in our country. Right now it's there's a left side there's a right side there's all these opinions mask or no mask and but one thing everyone loves is a good story. Everyone loves a story and sharing your story on LinkedIn is what will draw people in to feel like they know who you are. And you know what people love the most is a comeback story. So when you're on LinkedIn, you might have the feeling that you want to post about all the great things that you did. So you might say, look at this great customer situation where I went in, and I did this, and they were spending \$1,000. And now they're spending \$500. And I'm the best. And that's one perspective. But people love to hear the story where you went in and did something wrong, and you learn from it. And then this is what you learned. And then there's that vulnerability. So someone can look at you and say, Man, they're third person. They're not a No at all. And so sharing those stories is huge. So originally, when you first asked, you know, what should you post, I gave you a vague answer. You can post anything that's genuine, that's about yourself. But if you can put it in a story format, people will be able to relate to it significantly better. And you might say, Well, I'm not very good at telling stories. Telling a story is legitimately just documenting something that happened. And it could be a good thing. It could be a negative thing. But what will happen is you're going to recognize people are going to comment, oh, my gosh, that happened to me too. Or they might just say, are you okay, or way to go. And in that type of encouragement. So storytelling is a, it's an old tale. People have been telling stories for a really long time. But if you look at the posts that get the most engagement on LinkedIn, it's usually someone that is told a story that someone feels like they could connect with.

H Halie Morris 41:43

Oh, and you are telling a story through all of your actions on the platform anyways. So you can tell a story, not individual posts, but all of your posts and your interactions and things like that, that go through throughout LinkedIn. And when somebody meets you in real life, that's telling a story of who you are, as a person, too.

J Justin Clark 42:05

So it's interesting, something unfortunate to get to participate in acquisitions, and going after other businesses to bring to join our so I was speaking with a guy three months ago, our very

other businesses to bring to join our so I was speaking with a guy, three months ago, our very first meeting, he doesn't know me, I don't know him, he owns a business, we want to acquire them. That's a somewhat uncomfortable conversation, you know, he's put his blood sweat and tears into this. In 10 minutes into our meeting. He quoted me on something, he said a sentence. And he said, you agree, right? I thought, What is this guy talking about? Apparently, he had somehow looked back through previous posts and conversations I had on social media. And then he quoted myself to me. And he actually said, it's why I agreed to meet with you, you seemed like a pretty good guy. And that was a really cool situation, because there's a lot of really good guys out there, or ladies, but people don't know you are that. You know, I can be a good guy without posting on social media. And there's a lot of folks that are great people that don't post on social media, but they don't allow people to be drawn in. Because they keep that that greatness inside. And they don't share it.

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Halie Morris 43:22

It's a it's not. I think it's just it's very interesting. Like that perspective. It's so much more humble than I think what people think of as social media. And like, when you go onto these platforms, having a purpose and doing things like that. But just sharing a bit of yourself, not to weigh people's opinions or do things like that, that might be something that you gain from it, but to share some of the good, good things and the other things and the things you've just sharing yourself, as a person getting, getting that other level of connection, I think it's very, it's very interesting, it's a very positive thing that you can take away from a platform like

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Justin Clark 44:08

this. Sure, the law of reciprocity, I struggle to say that word. But when someone shares vulnerability or something with you, it opens the door for them to share that back with you. And when it comes back, that's when a relationship is built. And when a relationship is built, that's when a culture is built. And then when that culture is built out your organization before you know it, it's it really is a game changer. And it's a little bit of hyperbole to but to say, Hey, you're going to get on LinkedIn, and it's going to change your entire culture. However, there is a lot of truth to being able to draw folks in to feel comfortable to share those challenging things or things in their life and build that relationship.

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Halie Morris 44:49

And I think it's good to not just count the impact that something small can have. So even if it happens to be only thinner happens to be in person sometimes it's You know, like you said, you say it's a hyperbole, but sometimes it's true for some people, that stuff that they start maybe on a platform like LinkedIn, or in those conversations, or something they've learned and gained from somebody else's post, it might actually shift the tide of the way they do business or the way they interact with people, it could shift their culture, which it's not going to be like a this happen, and boom, it's done. But, you know, I think I think that is something that we can say is we can shift the world through some some of our words and our actions on platforms like this.

J

Justin Clark 45:39

Yeah, I have a, there's a motivational speaker, author that says his name's Jonathan, darling, micro moments, massive impact. So so often, there's these little teeny moments that would happen in life. And they can have a massive impact in someone's life. And to think of LinkedIn, or any social media being that platform where you're allowed to put those micro moments out there. You know, you don't know the impact that they're having. And that's where the vanity metrics make it tough for folks. There's a there's a CEO here locally smart guy smarter than I am. He's tried the LinkedIn thing. He says he didn't get anything out of it. Well, his heart when he went into it was how quickly could he get something out of this? He didn't go into it thinking, What can I give? And how can I serve others? And what will that look like? The book by Bob Berg, the Go Giver, if folks on this haven't read it, please do. But it's, it parallels the go getter mentality in business. So the go getter is the person that pushes he steps on whoever he's a go getter, He'll do whatever it takes to get the job done. The Go Giver, is someone that gives information they give their talents, they give what they do. And they get to a point where when you can start giving that to a larger group of people, that impact is huge. And then the financial that comes with it is even bigger. So if you can go into the LinkedIn, and you know, if you're a floor care specialist, and that's what you do, you do floors, floors are hard. And people need your expertise. You know, and if you can share, hey, here's this bad time I this, I did this, this is how it went awful. But here's how we fixed it. People are going to relate to that. And you might think, man, all I do is floors, well all you do is floors is something I can't do. I can't do floors, I've tried, I know how to do them, I can I can run a machine, but they never look the way that like those experts do. So if you're in this janitorial space, there's never been a more important time to share how you keep a building clean, how you keep people safe, how you connect. With our space, businesses aren't open, or legitimately shut down. And now this LinkedIn tool that we've spoke about, it's a chance for you to take your expertise. It's not what can I get out of this, what you get, well, that will just come to you. It's almost like I'm going to work really hard, I'm gonna do all these things. And before you know, I make a lot of money. My goal was to make all this money, but my goal is to have this impact, the same thing will happen with LinkedIn. Things will

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Halie Morris 48:20

come out of the right mindset and the right approach, you know, coming to bring value. Rather than find immediate gratification has a lot more long term benefits. And I'll admit, when I first had to create my LinkedIn profile, which was shortly before I had to do it for that class I ever was telling you about all the different connections, you can build, how you can get jobs through, do all these other things. And that's what I wanted to do with it. I just, I wanted to get something out of it. And I kind of hated the platform at first. I didn't like the stuff I was interacting with. I didn't like like interacting on it myself. And I couldn't I couldn't get joy. So I really was quiet on it didn't do much with it for a long time and then started to get more active and I love to build up the profiles like I am that person I go and fill out every little detail and I get it. I don't know what it is. But I love doing that love having a fully created profile. So I flipped mine up refreshed mine I change out my cover image all the time. Things like that. And then I started engaging. I start connecting with people I bring on to the podcast and another show I do. And I start to get to know who they were through LinkedIn and things that they're passionate about. And it's become a lot more wholesome of a platform, a lot more positive, a lot more information sharing a lot more informative, and just more enjoyable to be around. And it Not that the platform has changed a crazy amount, it's me that's changed when I come onto that platform. And so I think the guy just needs to come back and take a different approach. And he'd find probably the same thing I did that it can be a really cool place to be.

**J** Justin Clark 50:17

That's our whole mind, our perspective on life is, is that's very true in many situations. So you know, we're in this the United States, which I still believe is the number one place I would ever love to live. I'm proud to be here. I'm thankful for everyone that allows us to have this world of freedom. But if you watch the news in that perspective, I mean, we're, this is really bad. This is not a great situation. So you're going into LinkedIn thinking this is bad. And not it's not a great situation, it's gonna be the same. So proud of you for changing your mindset. That's, that's really cool.

**H** Halie Morris 50:50

Yeah, well, I used to kind of it was all it was a lot more focused on vanity metrics, which is, I think, how I started a lot of social media platforms. And it was how can I get interactions? How can I attract recruiters? How can I build connections with people in my industry that can teach me stuff. And it was a lot about me focused. And there was so many, like, everything was goal oriented, I want to do something with this exact action. And I needed it to lead to this. And it was just, it wasn't fun. And I'm like, I have no idea what this is gonna do. But it's fun, like I don't post or a lot of it. Again, I just like to engage, or just peruse and see what's going on. I messaged people a lot on that platform.

**J** Justin Clark 51:34

So

**H** Halie Morris 51:37

it's a lot more enjoyable. And it's not like anything crazy has changed on the platform side. But I'm sure there's more people on it. than the first time I joined, it's me, I changed, I changed my mindset. I didn't do anything crazy.

**J** Justin Clark 51:52

So now on the business side of it, so we've been talking about warm and fuzzy, you know, do this for others, and you know what you're gonna get out of it and changing your mindset. But there really are some tangible, concrete ways it builds your business. And the first is if I think you said you might have a marketing background, but there's the term, the law of familiarity. If somebody sees something more often, it doesn't have to be better or different. If they just see it more often they think it is better than something they haven't seen as often. So if you'll follow this mindset, Imagine you're sitting in a coffee shop, and you go every single day. And you see someone that sits across from you. Every week you see this person, but you've never spoke to him. So it's it's been three weeks, you've seen them at the coffee shop, you've nodded, never said one word. You'd get up and go to the bathroom and feel more comfortable asking them hey, would you watch my computer than a stranger you've never met before. And the only part of them that's better is they're more familiar to you. It's the exact same with your



business. At minimum. If at minimum, you don't buy into my 9010 90, give 10 Take. If you're 100 Take and you just share about your business. And anyone sees it at any regular cadence. When they're ready to make a decision. They're going to think your business is better than someone else's because they're more familiar with it. I always wondered when I'd go to a movie at Christmas. And I'd be sitting there in the sitting waiting for the previews are going and here's Coca Cola, paying all this money to have a Coca Cola ad at the movie. And I thought to myself, everyone knows what Coca Cola is like, why are they doing this. But the reason they're doing it is because they know if I see Coca Cola more often than I see Pepsi. My familiarity with Coca Cola is going to be higher. And if I'm in a decision, there's a much higher chance of be purchasing the Coca Cola. Don't hate me Pepsi Francis, go either way. But it's the same with your business. So LinkedIn is a tool that you don't have to pay for, that you can share about what you're doing. You can control the message, you can control the narrative pack, you can even have people in your company comment on it what you want them to comment. And you can control the messaging if you choose to. It's just about stepping up and making a choice to do it. I'm Haley I don't have an issue with the plan that you had. You came in with a plan you wanted to have all these goals. I think it's fine if you want to have goals with LinkedIn. However, it's where it gets challenging is when your joy and happiness goes down. If those goals are not being met you ideally you're going to keep the same joy and happiness whether the goals are met either way.

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Halie Morris 54:49

But yeah, and that was his I came on just to do those and then when it didn't happen like I thought it was gonna be I was like, Oh, well this is pointless. I didn't enjoy it. And I am a very photographic person, which is funny because I also write a lot. So I just wasn't engaging, but from the business side, coming back around to that, there is also business profiles business pages. So talk to me a little bit about what you suggest when it comes to setting up like that kind of profile and page. Because obviously, if people are looking you up, this is another thing that it's likely to pop up at some point, right?

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Justin Clark 55:36

Yeah. So I guess there's a couple different perspectives, there's the perspective that if you're going to have a business page, it needs to look like you know, what you're doing, in the sense that it's professional looking. It's many times a business page will will post more business like messaging, you know, they would post a post that had Christmas trees that said, Happy Holidays from our company. You know, that's not necessarily content that's engaging. However, it is a page that if someone did look you up and look like, oh, they have a marketing team, they have a marketing company, they have something involved, that makes them a professional business, we have a business page that if you look at the content, it doesn't have a whole lot of engagement. It's not meant to draw people in as much as it's meant to show that we are a business that's been around 72 years that knows what we're doing. And we want to almost prove that we're an expert, whereas my personal page is not about proving I'm an expert, as much as it's proving, I'm a real person, who cares about people who does a lot of things really well, but also thinks about other things. So, to me, they're a completely different kind of a goal set. Okay, um,

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Halie Morris 56:53

so I guess, coming coming into this, what are the Hey, when we've touched that we touched on so much, but I still feel like, we might get those business owners who they're trying to grow. And they just say, I don't have time, things like that, or they create the profile, and then they just kind of leave it set. They don't interact by posting or creating content or doing anything like that. What are what are your big reasons why a business wants to at least create some content to engage, you know, they want create this profile, and they want to do something with that business page.

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Justin Clark 57:34

So you said that these businesses want to grow? So my first question would be, what are they doing currently to grow? So what are they currently doing to not just grow their customer base? But how are they growing? Their desire to be better as an organization? Like who are the folks around them that are helping them grow? More often than not? When you ask that question, the answer is a pretty small group. There's a couple advisors, there's a few people around that give them suggestions on a book or a consultant. So now, my first question is, you know, if you could wake up tomorrow, and be surrounded by really, really smart people, and have an opportunity to pick the brains for no money? Would you want to do it? You ask it that way? They're like, Sure, well, how would I do, it would just be about initially, like you said, setting up your profile, you might choose, I'm going to start to post one day, a week, one day a week. And with the understanding that this is a process to learn and to get better. And you'll start posting one day a week, and it might at first be like a cadence, you might not enjoy it, you might not have the passion Haley has now you might have to come back a year from now after you quit, don't like it. But you have to start in some spot if you're really wanting to grow around your business. Right.

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Halie Morris 59:04

Um, ya know that. That is, I think probably the biggest thing I've heard from people is that they don't have time. Or like the big Look, why would I get on there? Like, you know, they can't understand it. So I did kind of want to come back to that, especially when we're talking about

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Justin Clark 59:20

so how are they growing? How are they getting talent currently? How are they prospecting? Every business, whether you're in sales or not, you need new customers. And so how are you getting those customers? And is there a process you have? Then also, do you believe in social media? Do you believe social media is going away? If you'll acknowledge that social media is here to stay, if you'll acknowledge that you need new customers, you need new talent, or you be interested in finding out if it's out there. Then at that point, it's Hey, I might not completely get this, but maybe I should try this. That's what got me into As 2019, I have never posted on LinkedIn until 2019. And there's a guy out of New York City named Gary Vaynerchuk. He has a huge social media following on all of the platforms. But in 2019, he posted about LinkedIn, and said, Instagram, started charging Facebook and started to charge, LinkedIn is still completely free. And if you are in business and you are not using it, you are just absolutely losing. So he gave a talk probably like the one I'm giving that was much more eloquent, easier to understand

for you to grasp. But I listened to him. And I thought, I'm just gonna try it. So I committed in 2019, December of 2019. Because I'm a bit of a contrarian, I'm not big on New Year's resolutions. So I didn't want to wait till January 1 started. So I started December 1, and I did 30 days in a row, I posted once a day for 30 days. And I just made the commitment with social media is not going away. This is free. And there's a really smart person saying I should try it. And fortunately, in those 30 days, I was able to connect with some interesting folks. And from there, I've just grown to get to speak with folks like, you know, I was I was invited to the ISS a to sit on the panel to start the show 100% Because of LinkedIn, I received a message from their executive director that said, I followed you on LinkedIn for a while, would you mind being one of our experts that looked to open the show? And I kind of had a little half smile thinking expert, you know, there's probably people out here that are more expertise than I have, you know, because we all have this thought of are, are we actually good enough. But because of LinkedIn, allowed me that opportunity allowed me the opportunity to speak with you here. So Nike was right, just do it. Right.

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Halie Morris 1:01:48

All right, well, coming back. You've been pretty successful with it. Obviously, you've gotten some pretty cool things have happened because of your presence on LinkedIn, and whatever your engagement numbers and other things like you built valuable connections and experiences due to just being able to be active on the platform and being genuine. So how has that impacted your job at Kelsen? How have you use what you're doing there to translate it into the business?

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Justin Clark 1:02:23

Well, it's a bunch of different processes. So one that comes to mind. So we have a finance person or Vice President of Finance. And she's never First off, she doesn't like LinkedIn, because she said it's only salespeople trying to sell her widget very well can be and that isn't annoying piece of it. So So I agree with her. But we were having issues with one of with one of our suppliers, they were wanting to take us up at 20% increase last year. And so I went on LinkedIn and said, Hey, my network, we use these folks, we love them. But we're going up this much. Can anyone make suggestions of their competitors that we can evaluate? Well, not only did I get 10 of their competitors, recommendations, but I had the VP of that company reach out to me directly and say, Hey, we see you're about to leave us based on this increase, is there anything we could do to keep you then not taking it from a 20% increase to a 3% increase? And we signed on for the rest of the year? Oh, and it was purely because of just putting a note out there. And what I did was I asked for help. I didn't say I'm an expert on this. I said we use this software. They're going up any suggestions. And so that was really cool. You know, I've mentioned earlier, we've got this new new lady that's going to be joining us, which was 100% relationship based on LinkedIn. I got a message just last week with Vice President of HR that said, Hey, I'm not sure if you remember me, but I followed you on LinkedIn for a while I just got to a new company. And we need some of these products. Can you send someone out so I was able to send out a salesperson we went picked up the account. And it was all three of those opportunities for our business came just from a personal LinkedIn account. And then on the flip side, you know, you started off and you gave me all these kudos at the beginning as far as having this great following. And if you compare me to other social media folks on LinkedIn, I mean, I've got 2% of the following as the as the big wigs as the people that really know what

they're doing. But that's why it's so important for this podcast because this our janitorial world is completely wide open. I'm inviting people to come in and make this a lot bigger pot, because it's easy to get some some pretty good X success quickly because there's not very many people doing

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Halie Morris 1:04:49

it too. I'm I'm very curious about those people who have all of these following and all of these connections and the amount of those people Have a good amount of engagement from a majority, right? Because what I see when I think of yours, and again, I don't look at the numbers, I've actually stopped looking at like these numbers A while ago on my platforms. And I look at how people are engaging in connectivity. And what movements are happening, you know, to kind of tell it around yours. The reason I imagine you as this big LinkedIn Guru is, you've got great engagement, people enjoy connecting to you, and around you, they're their ripples, and there's movement happening. And it's a place that people want to gather, they want to see what Justin's up to. So I definitely see you as like somebody to kind of look up to even outside of the the janitorial space, just because you have, you've brought so much of yourself, and it's somebody that people kind of want to be around.

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Justin Clark 1:05:56

That's a really nice thing to hear. So I appreciate you saying it. But it really it comes back to I believe we're on this planet to connect with other people. And that's extroverts, introverts. Every the introvert that gets the life sucked out of and being at a party, I can, my wife's the same way. So I can relate to you. But there's still a connection that you're putting on this planet for that for you to be able to hear or learn or understand from someone else. And for them to be able to do that with you. And so, when you post something on LinkedIn, you know, you said I get good engagement. It's typically because I just talk back to them. You know, if they say something, or they ask a question, I respond. And I don't respond, because I have to for a metric I respond because they're human, that took the time to do something. Now, there is only one time on LinkedIn, when when it gets a little crazy, as far as amount of time it takes, if you're fortunate enough to have a post that you put out there, that gets a ton of engagement. And you know, you hear about videos going viral, when you can go viral on LinkedIn as well. And to where you could wake up and have 100 people that have commented on your, on your, the posts that you put, and that is a little overwhelming. But then if you go back those still to the point that but these are just humans that are the same way trying to connect to other folks, and they need this connection. 2019 is taken connection from us. And this is just an easy way to be able to give that back. I understand it's in text format. But LinkedIn now allows you to send videos, it allows you send audio messages, there's a lot of things you can do to create that connection. That's more than just text format. Now, I think that

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Halie Morris 1:07:51

it is, it's cool. Like I think about as you're talking, I think about my experiences, and I think about the way the things I've seen happen in the interactions I've seen happening and from your perspective. I don't know, it's it's really cool to see, especially for somebody who wants to

do more and engage more, and it's kind of earlier on, in figuring out what my process is gonna look at look like, you know, so

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Justin Clark 1:08:26

the janitorial world needs us. It needs you alien needs. It needs folks that will be vulnerable or confident or whatever way you want to look at it enough to share your experiences. And I imagine anyone that's listening can think of one time in their life. Someone shared an experience, whether that's on social media or in person, and it resonated with you and impacted you in some way that caused you to act to cause you to change careers that caught it encouraged you when you were down. And our industry needs it. We need each other. And if this is just one other way to connect, I'm not suggesting you go on LinkedIn, and you no longer make phone calls. Or we're not eliminating all other aspects of communication. We're continuing with the traditional aspects of communication, just with this with a slightly additional piece that lets you be your true self. And see what that does for the relationships around you. And connections with people you never would have expected. No,

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Halie Morris 1:09:37

I like that. I like that a lot. All right, as we kind of I think we can probably start to wrap up. But I had a question for you. I work with a sales team and obviously your VP of sales and we mentioned or you mentioned before, the people that sell to you through LinkedIn and things like that. Um, I saw actually She posts on LinkedIn, it was probably a couple months back now, but it made me giggle a little bit, and it just stuck with me. And ultimately was talking about those people that connect to you. And, or even before they connect you, they drop into your DMS and they've got a multi paragraph sales pitch that they give you right off the bat. And this is kind of where people this is that almost OG impression of LinkedIn that people have, when they first joined or before they joined. They call it pitch left. Yeah, I don't know if they were the ones to originate the saying or if they heard it from somebody else. But it made me giggle a little bit. I did. I think that was a really funny slight saying. So pitch like what are your thoughts on a when you're when you're trying to open up? If you do want to open up, you look at somebody's profile, and you genuinely think that your product or service could benefit them? Or you're trying to grow your business? What are your thoughts on approaching that on trying to maybe avoid pitch slapping somebody?

J

Justin Clark 1:11:11

Yeah, I was pitched flat today. So I get so busy with my role I get, you know, sales calls, constantly, I try to be respectful because I appreciate the grind, but being pitch slapped. It's not a great experience. And so what to do instead of pitch slapping? That's the question you're asking Correct? How do you grow your sales without being a pitch? lapper? Yes. All right. So if you connect with someone on LinkedIn, and you would like to sell them something, my suggestion, do everything in your body, to fight sending them a message about your product, like anything you can do to not send them a message about your product. Certainly don't ask him for 15 minutes, or send them a Calendly invite, all three of those things are very, you're just a random number. There's, there's nothing about you that's going to stand out as the seller. Now, if this person that you would like to purchase your products has has done any

posts, or if they've done any engagement. So let's say they haven't posts, but they put comments, you can go to their page and see all of their activity. And my suggestion is to start commenting on their comments. Not in a weird way. But in a good point. They said something you thought was interesting. And you say That's interesting. And you don't do 10 of them a day one. But over the next week, he make little comments because none of that law, we talked about Coca Cola, that law of familiarity, then at some point when you do decide to call them on the phone. So once again, we're not pitch slapping them, but you call them on the phone. And you say Haley, we connected on LinkedIn a couple weeks ago, I've actually saw some of your posts good stuff. And my company has something I thought might help you, the last thing I want to do is just send you a pitch might call me back. Because that law of familiarity will sync one they valued my time did not just send me a pitch to I've seen them multiple times. So if anyone is listening to this podcast, and you'd like me to call you back as a potential vendor, that is the way you would gain my attention. And in just let them get to know you because then the other thing is when you're connected, you're going to start showing up on their feed. And so then at that point, Halie, you might actually message them on their feed something and you now you're engaging with them before they've pitched you. And now that salesperson is an excellent spot to have a true human conversation with you and not be viewed purely as, here's the salesperson, I don't know. Get me out here. Well, I

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Halie Morris 1:13:59

I, I like that approach. I come from the marketing side. And so one of our biggest, I think pet peeves is like sometimes the overly direct selling be like before I even have a conversation and it is that pitch slap and it can happen in multiple ways. But also, you know, we I'm gonna close with our sales team. I love our sales team. So they're working hard to spread the word. So it was a very curious question for me coming off of, you know, that posts I saw, but also knowing that they want to utilize the platform, they just want to do it in the right way. Right. So

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Justin Clark 1:14:42

the challenge is, what is it that one? When something messes up the whole bunch? What is that that saying? One bad banana messes up the whole bunch or something like that. It's true for LinkedIn because there are companies out there that you can pay and they will automate your first message So you can pay a company to go find my ideal customer profiles, they'll go find you, here's 2000 people, and not automate, add 2000 people to be connections. And then the moment you say yes, it automatically sends you the message. And so this might not be the large population of people that are doing it, but they do it in such volumes, that pitch slapping is became very frustrating. And if you're just a traditional person that's not using an autonomous robot to help you with your LinkedIn, you're going to seem like one of them. So if you instantly send a message, it's going to seem like it's not personal, like it was done by a robot in that you're no different than the hundreds of other messages they're receiving about some form of product.

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Halie Morris 1:15:48

Right? Yeah, I had some I've had a lot of pitch sloppy messages. And my favorite was a recruiting one. That was for some, I can't remember what job it was, it's something I definitely do not have the skill set for that nowhere on my profile do I have that skill set for but there was

probably a word, somewhere on my profile that they had selected in their, their automation software, and I got their message. It leaves like that bad aftertaste, like you want to connect with people. And this is a platform of connecting. So when there's in genuine interactions like that, it puts people off a little bit, but

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Justin Clark 1:16:32

I just respectfully reply, and I say I am sorry, I don't respond to automated messages, I wish you the best. And then they oftentimes come back and try and like save it or whatever else. But at that point, I've kind of moved on a little so I think I'm a little harsh, or is that what you're gonna call this episode? Don't get pitch slapped.

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Halie Morris 1:16:52

I've said shit may maybe get people's attention with that title. No, that was just one of the things I can't it's probably one of my favorite sayings slash words now, up there with Pomplamoose. Like, I don't know why those those phrases bring me such joy. But it is it is a thing for people though, when you know, you're a salesperson and you want to sell or you're a person who wants to interact, bringing a little light to that type of interaction and highlighting, in particular, because it has given LinkedIn in the past that bad reputation. So

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Justin Clark 1:17:33

if I can help keep you from pitch slapping, like just one example. So imagine you're at a networking party. And the very first time someone turns around, you don't even get introduced. But they turn around and they have a name tag on this says Frank, would you ever go, Hey, Frank, I'm Justin, I'm with Cal San, and we save companies on this much money on janitorial supplies. And here's an example of a case study where we did this and we did this, you want to set up a meeting next time to talk next week? Thanks. No one would ever do it, you would never allow yourself to do something that uncomfortable, right? But because you get to hide behind a keyboard, and you get the power of a keyboard and the power of automation. It really puts you in a spot to where it really did that connection. That word we've talked so much about is pretty much inevitable, with that type of communication using the tool. But well, here's what you might do, though. Imagine we're at that party again. Frank turns around, and you'd say, Hey, Frank, nice to meet you. Having a good party. And then Frank would reply back. And then you might see Frank later, and he's bowling in the boulder strike. You're at this event, you say, Frank, great job, bonus strike. Well done. Before you know it, Frank knows who you are. You know, Frank is bold before. Then one time you see Frank out and you say, Hey, Frank, remember that time I ran into the bowling alley, just started with this other company? Would you mind if I told you about? He might say, Sure, come on. Because there's some level of connection there. That's what you're trying to create by going into their posts and comments, just little teeny pieces that you can eventually come back to, when you do push for that request to try and sell. So

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Halie Morris 1:19:26

I imagined to little extent to give you a better idea of where they stand before you even get to

I imagined to it's going to give you a better idea of where they stand before you even get to that conversation. You're gonna know more about that person before before you try to introduce them to your product or service. So all right, well, anything else that you would like to leave our listeners with before we wrap up?

**J** Justin Clark 1:19:49

I mean, really, it's a it's joining any social media platform. It's a humble position, or it needs to be acknowledge that you don't know exactly what you're doing, acknowledge that there's going to be things that you do that that aren't ideal. But just if you can go into it with a giving mentality that you're wanting to that God has given you some level of gifts and abilities. And it's our job to share those, those experiences with others, to hopefully encourage them to help them progress in their life. And create a community online, what you're going to end up getting from it is relationships. You're going to get customers, you're going to get new employees, and you're going to get a better culture within your organization. So if you can, if you can move through that and go in with a humble attitude, it can be very, very rewarding.

**H** Halie Morris 1:20:57

All right. Well, thank you, Justin. I don't I can't add anything to that. I think it was extremely well said. So. I'm gonna go ahead and close out our episode. Thank you for joining me for our first episode of 2022.

**J** Justin Clark 1:21:11

It was a pleasure.

**H** Halie Morris 1:21:14

Thank you. And thank you everyone for tuning in. I will see you next month.