



# Scott Allen

*Web 2.0—blogs, social networks, podcasts, web conferences—has transformed e-business. Are you ready to make a 'virtual handshake' with customers, partners, and employees?*

## Book Buzz

A down-to-earth explanation of how people really connect on the 'net and how to make that happen for yourself ... Scott turns the abstract theory into practical action you can use successfully.

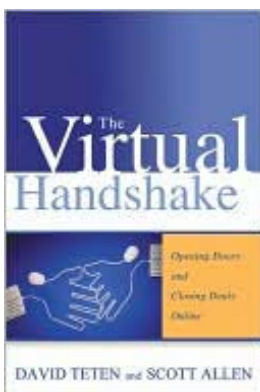
— Craig Newmark, Founder, Craigslist

An outstanding book, full of great ideas for growing your business. The authors take an innovative but practical look at how best to leverage technology to build business relationships.

— Ivan Misner, Founder, Business Network International

A compelling idea ... The *Virtual Handshake* provides excellent suggestions for how to better leverage the network you already have, ... [and] the hidden network of the people your contacts know.

— Reid Hoffman, CEO & Chairman, LinkedIn



Scott Allen is not a run-of-the-mill speaker on technology or sales/ marketing issues. An entrepreneur for 20 years, he is a maven of the virtual world with an expertise in using and growing business networks with Internet tools. With his insights, sales reps, mid-level managers, and senior executives alike, will forge new online business relationships and better maintain existing ones. Scott translates new and sometimes overwhelming concepts into clear and concise how-to- steps. Audiences leave his programs fully equipped to conduct meaningful business in a virtual environment.

Scott empowers his program participants to find the solutions they need to achieve critical organizational objectives, as well as personal career goals. His greatest pride is teaching professionals how to successfully leverage the Internet and its tools to create bottom-line results.

The Internet offers powerful tools to find the right people, connect with them, and close deals quickly and cost-effectively. While the simplicity of "social software" tools is much of their appeal, trying to figure out how to fully and effectively employ them is a bit more challenging.

Scott explains in plain English how to use the latest and emerging tools: blogs, social networks, relationship capital management, and biography analysis software, as well as maximizing more familiar technologies like email lists, instant messaging, web conferences, contact management software, and personal web sites to build better business relationships. While many use today's most common technology tools, most are employing only a small fraction of the power of these tools.

The *Virtual Handshake: Opening Doors and Closing Deals Online* is more than just a guide to the new technology, it offers both a framework and dozens of practical tips for creating, building and maintaining business relationships virtually, with a strong focus on the human element and creating real business results from those virtual relationships.

Because relationships cut across every aspect of a company's business, Scott can provide a multi-functional overview or tailor his message to entrepreneurs building their term, marketers wanting to generate buzz and leads, business development professionals looking for partners, researchers, or consultants seeking to better share knowledge both internally and with customers or recruiters trying to find great candidates. He can also cover a broad range of tools or focus on specifics, such as blogs, podcasting, MySpace, LinkedIn (the most popular business networking site with 10 million members) or communicating effectively via e-mail.



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