



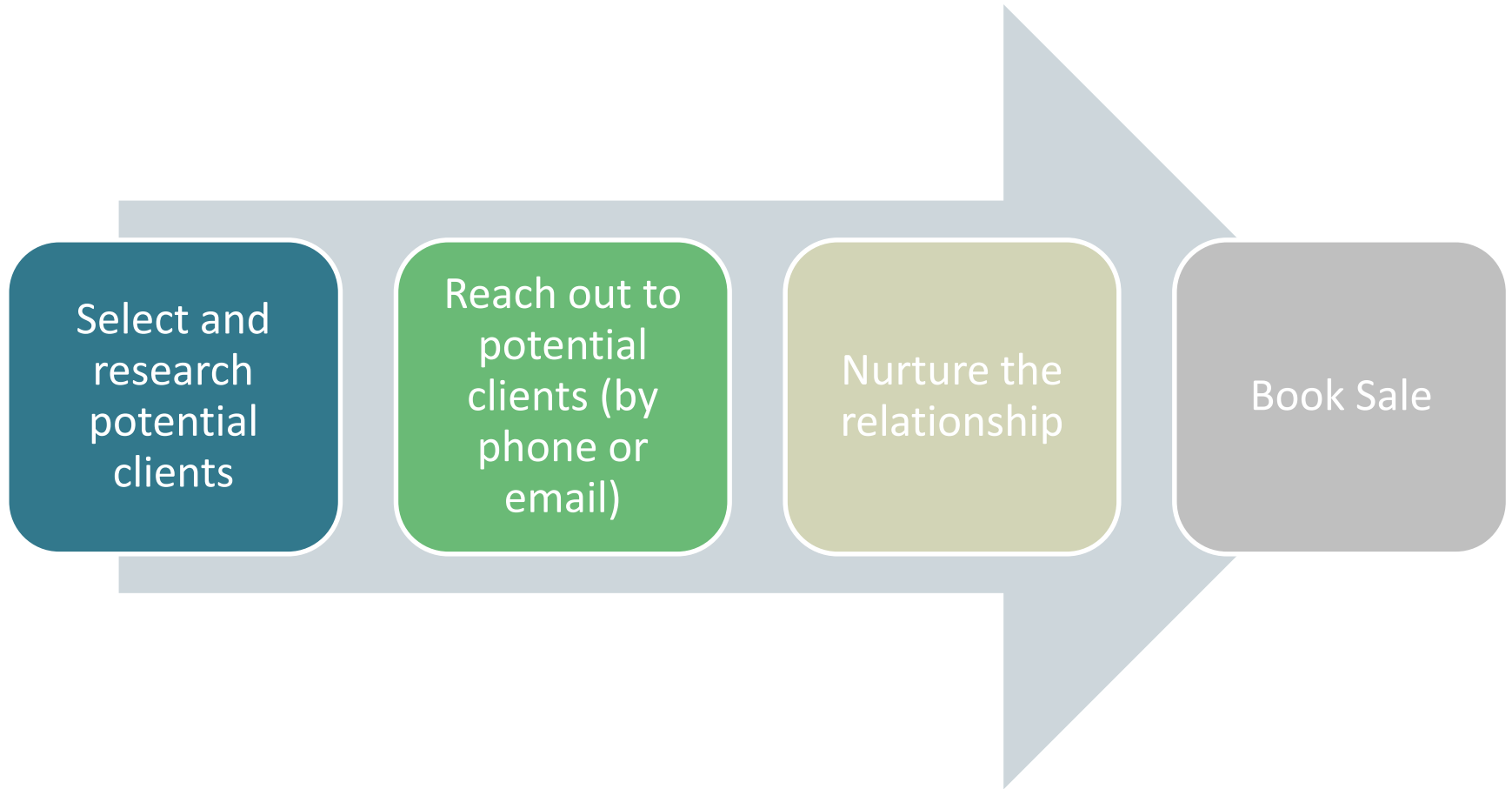
Social Selling 101

Social Selling is...

- Social selling is the act of infusing social engagement into the traditional sales process in order to develop, advance and maintain relationships with people. It is not using social media to shout at, stalk, or spam people digitally. Essentially, the overzealous members of this latter group have employed social channels to update the dreaded cold call—replacing the telephone with Twitter and LinkedIn.
- The first step to becoming an effective social seller is to understand that social selling is a complement to traditional sales methods—not a revolutionary approach that replaces them. At the end of the day, it is still about connecting people to people, and people to data.

Social selling, due to its ability to enhance the customer journey, is an incredibly powerful sales tool. But, like any tool, its value and utility are ultimately tied to the skills of the individual employing it.

The (Simplified) Current Sales Process



The Social Sales Approach

Social Selling

Select and research target accounts

Social Selling

Warm socially accessible target accounts

Social Selling

Reach out to the target account

Nurture the target account

Book sale

Social Selling

Continue to engage socially

Listen to your target account on social channels. Follow them and hear what they say.

Start the conversation on social media channels. Use info learned through social as a conversation starter when you reach out.

Share ideas and information. Provide ongoing support and dialogue.

An Opportunity For Social

Using social selling approaches *does not* replace the traditional sales methods.

It does offer new and often highly effective ways to reach, establish and maintain relationships with your clients and partners.

Remember, people buy from people. So the strength of your relationships matter.

Social can help you get to know and better help your clients solve their business problems by learning what they value. It creates the opportunity for ongoing touchpoints and maintaining continuity throughout the sales cycle and beyond!

The Social Payoff

- You are 5 times more likely to schedule a first meeting with a target account if you have a personal LinkedIn connection
- Buyers are already 57% through the purchase process before sales ever speaks with them.
- Buyers who use social media typically have bigger budgets than those who don't.
- 98% of sales reps with 5,000+ LinkedIn connections achieve quota (source Sales Benchmark Index),
- 54% of those who use social media tracked their usage back to at least one closed deal

Sources: Sales Benchmark Series, CEB, IDC, Sales Benchmark Index, Sales Benchmark Index

Social Profile Checklist (Template)

	Listen		Warm - Contact			Nurture				
Target account	Set up Google Alerts	Active Twitter account (yes/no – if yes, list URL)	Follow on Twitter (Y/N)	Put on Twitter list (Y/N)	Active LinkedIn profile (Y/N – if yes list URL)	Connect on LinkedIn (Y/N)	Load into Sales Navigator (Y/N)	Shared connections (list)	Has blog (Y/N) if yes, list URL. Leave comment or social share	
Buyer #1										
Influencer #1										
Influencer #2										
Company										
Key competitor to potential client										
Key client in same industry			Follow competitors, celebrate and engage with clients who could help the sale by example							

Examples of Social Engagement Approaches

LinkedIn connection request

Personal Email

Follow-up on Marketing Campaign

Participate in LinkedIn Groups

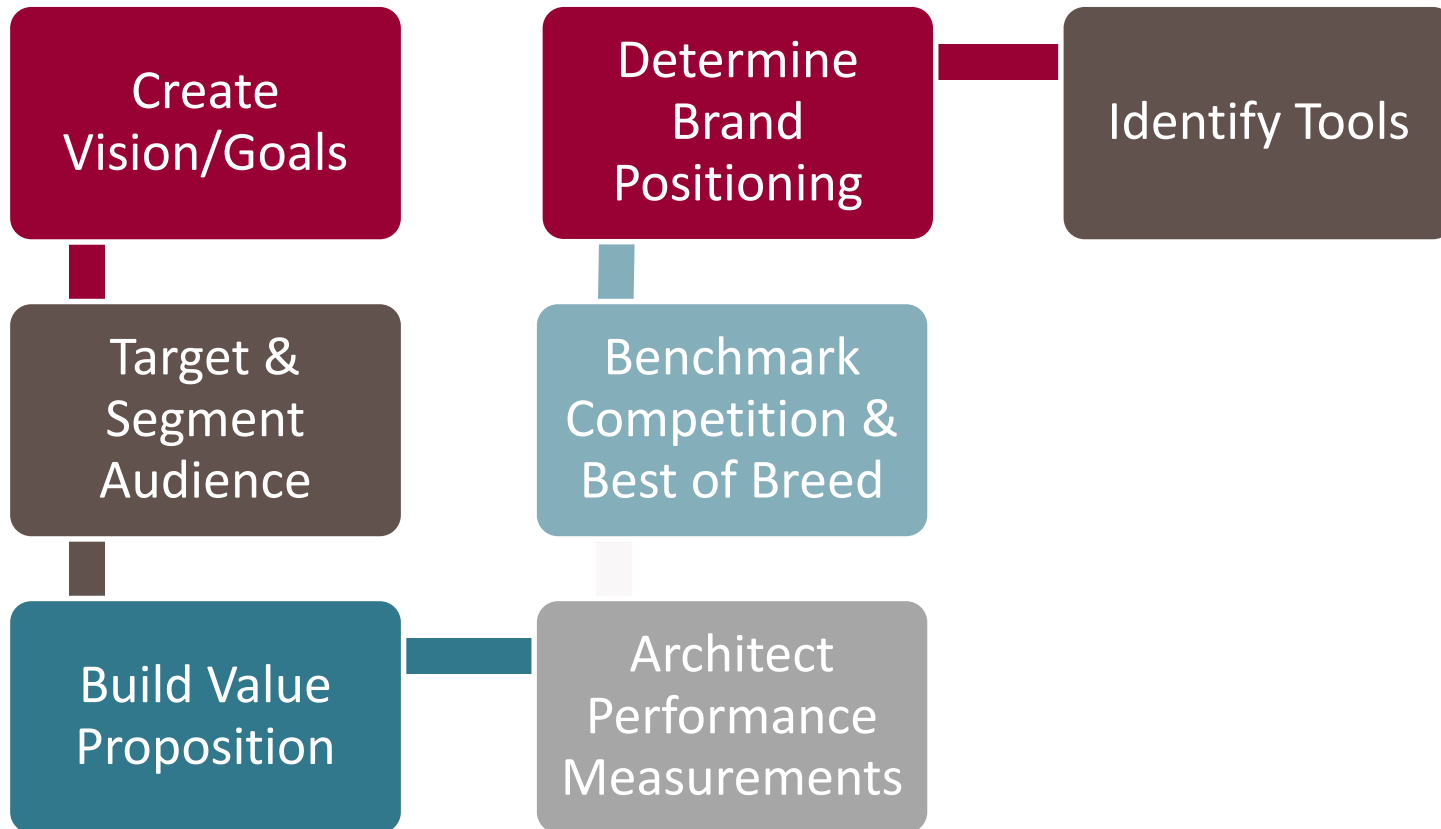
Twitter connection, conversation or RT

Leave a Blog comment

Overview of The Buyer Journey Fueled By Social Content



Stages of Social Value Creation





For many, social media means using a digital megaphone.

But what makes social selling such an effective sales tool is how easy social media makes it to *listen*. By keeping tabs on what your target account shares, it's easier than ever to gain a solid understanding of their needs and ambitions, allowing you head into your initial conversation armed with far more material than you would have had in the past.





And, who you serve, who you're listening to determines the social engagement model, approach and tools

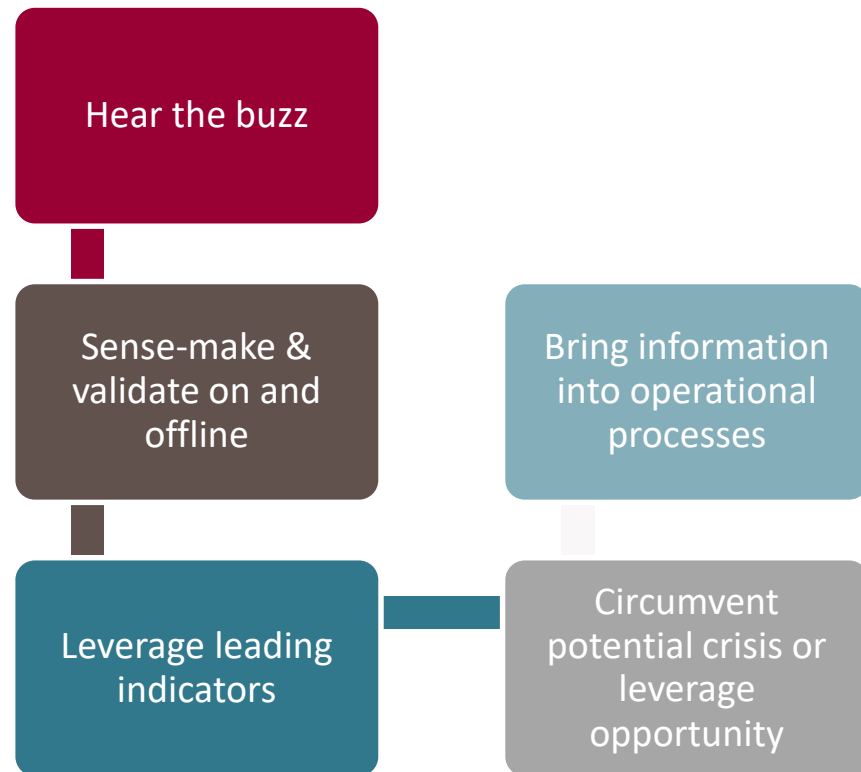
Social Trendspotting!

After you have set up a profile and made your support and presence known (and know the players), reap the benefits of participation.

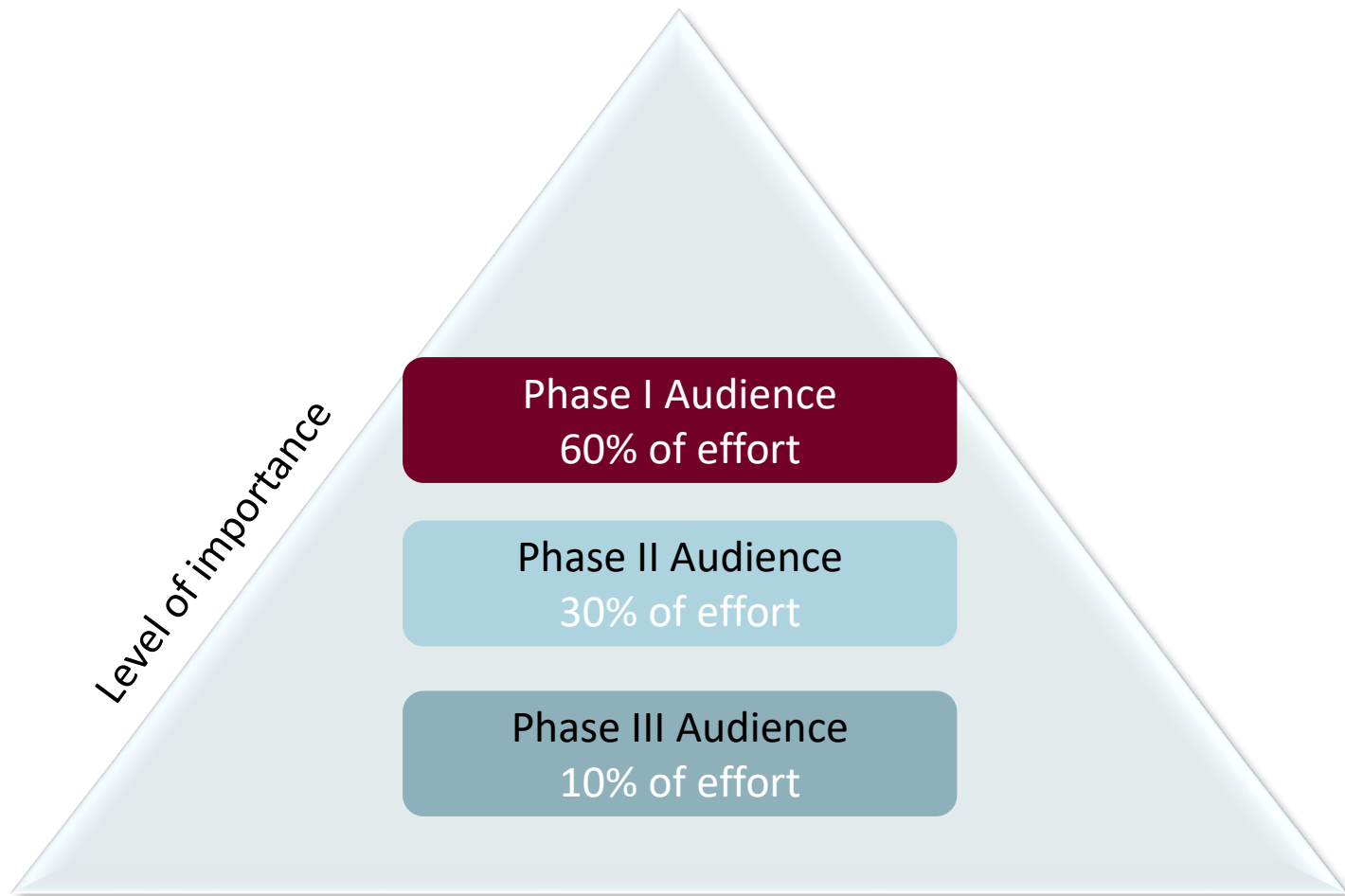
Listen to the conversations

Bring leadership context to information shared

Leverage leading indicators of challenges and opportunity.



One Size Fits All Doesn't Fit Anyone Well



Examples of data sources: Social Media data; Site analytics; Sales CRM; Event attendance; Support CRM; NPS scores; Product usage data; ...

LEADER NETWORKS

Social Business Research, Strategy & Operations

Vanessa DiMauro

CEO

92 Richmond Road
Belmont, MA 02478
617.484.0778

vdimauro@leadernetworks.com
www.leadernetworks.com