

Social Selling



What is Social Selling

- Social selling is when salespeople use social media to interact directly with their prospects
- By listening, customer engagement ,endorsing on linkedn, outbound search.
- Sharing companies latest blog post on social media platforms.
- Studying prospects social profile before a meeting.
- To create and nurture relationships which enhance your sales efforts.





How to Sell More With Social Selling: Every Employee, Every Deal, Every Time

Section Two

Social Touches Every Inch of the Sales Funnel...



Old Era vs. New Era

Old Era

- Warmest leads through high costing lavish parties
- Slow lead generation and close ratio
- Not well informed about prospects
- Follow up limited by phone and email
- No personal connection

New Era

- Warmest lead through a lean approach of social networking
- Faster lead generation and close ratio
- Well informed about prospects
- Continuous follow up
- Creates sense of attachment





Drawbacks

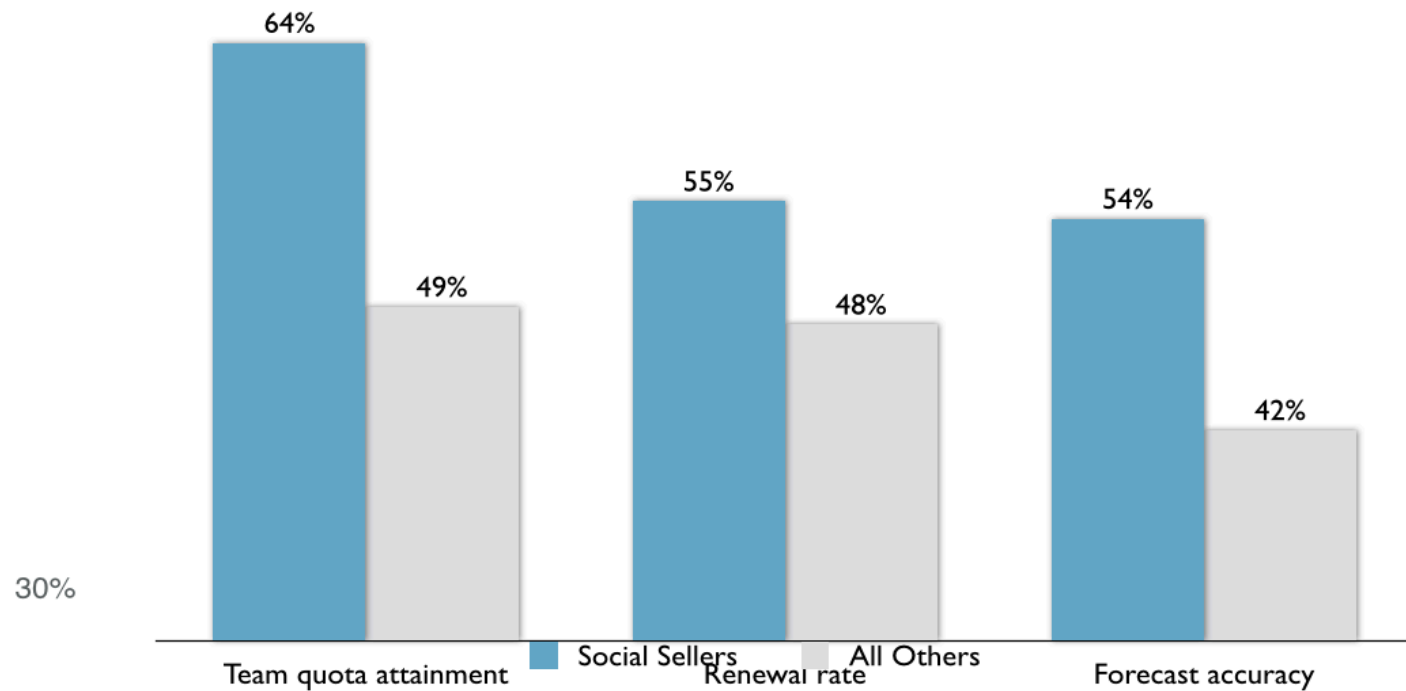
- Consumers who do not understand this medium
- Negative publicity
- Difficult to quantify return on investment and evaluate channels



Facts and Future

Section Two

Reps Sell More By Using Online Social Networks



Source: Aberdeen Group



Facts and Future

- 77% of B2C companies have acquired customers through Facebook
- 61% of B2B marketers use social media channel like linkedn for lead generation
- 57% of buying process is complete before talking to sales.
- Consumers are also 71% more likely to make a purchase based on social media referrals.



Facts and Future

- IBM and ADP are leaders in this space
- To equip your sales force for social selling revolution
- Make use of social intelligence in CRM
- “The New Handshake: Sales Meets Social Media”