

The Why and How of Social Selling



More and more sales teams make social selling essential to prospecting. There is an art to utilizing social networks to identify, connect with and nurture sales prospects and building relationships that lead to sales.

90% of top-performing sellers use social media as part of their selling strategy - LinkedIn
and **64% of sellers who use social selling with LinkedIn hit their quota** - Aberdeen Group

Moving prospects through the funnel



Awareness

Awareness

Create your personality on social, become more active with posts and/or commenting.

- Owning & posting on social media platforms
- Talking about your brand & services
- Engaging with industry contacts & companies

Prospect

Prospect

Connect & engage. Connections lead to more connections.

- Map out your approach to a target prospect by understanding his/her social media identity
- Engage with leads via private message, be specific; non-salesy
- Optimize your profile with current links, keywords & hashtags

Acquisition

Acquisition

- Drive prospects back to your website – send links to any gated content or signup
- Develop relationships via private email or phone
- Discuss opportunities and close the sale

*Social selling allows sellers to meet their buyers at the right place at the right time. **84% of C-level/VP-level executives now rely on social media** when making purchasing decisions. Overall, **75% of all B2B buyers use social media** to help with the buying decision. - IDC*