

Empowering B2B Sales Teams on Social

#SocialSelling



PEOPLELINX



RICHARDSON

SALES TRAINING & EFFECTIVENESS SOLUTIONS

Who we are



Jim Brodo

- SVP of Marketing at Richardson
- SMGNet
- eLearning expert, author, and speaker



Michael Idinopulos

- Chief Marketing Officer at PeopleLinx
- McKinsey & Company
- TEDx speaker

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What is *Social Selling*?

Social selling is about sales people building [a strong personal brand](#). It is about understanding the role of content and how content can be used to tell a powerful and emotional story. And it is about growing your social connections.

What Is Social Selling? Connections And Content, Forbes Magazine

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Social Selling Works...

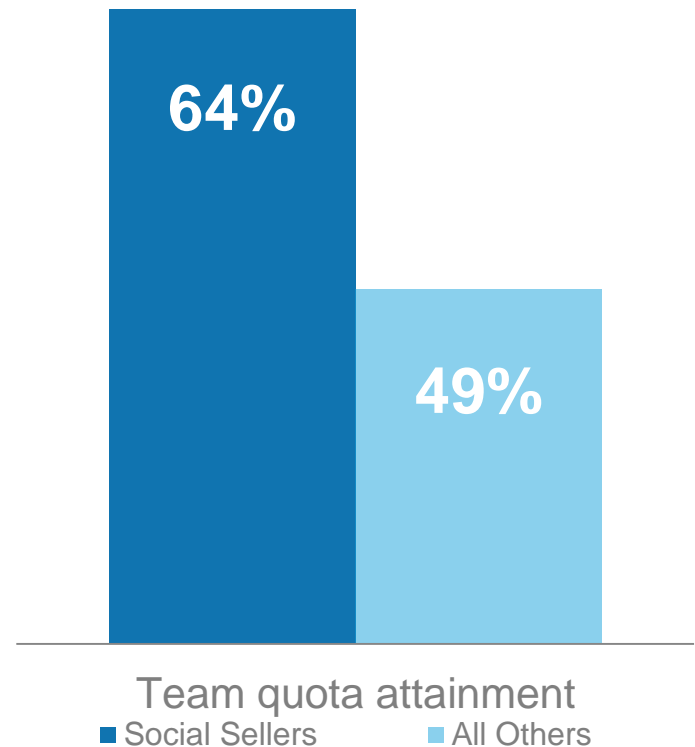
The average buyer completes

60%

of the decision process *before* contacting Sales.

84%

of B2B executives use social media to *research* buying decisions



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...but Sales Professionals don't use it!

31%

of B2B sales professionals include social in their process

26%

feel they know how to use social networks for selling

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Getting Started *with Social Selling*

Three steps to Empowering Sales reps for Social Selling:

1. Help Reps understand what they need to do

2. Give them the tools technically execute

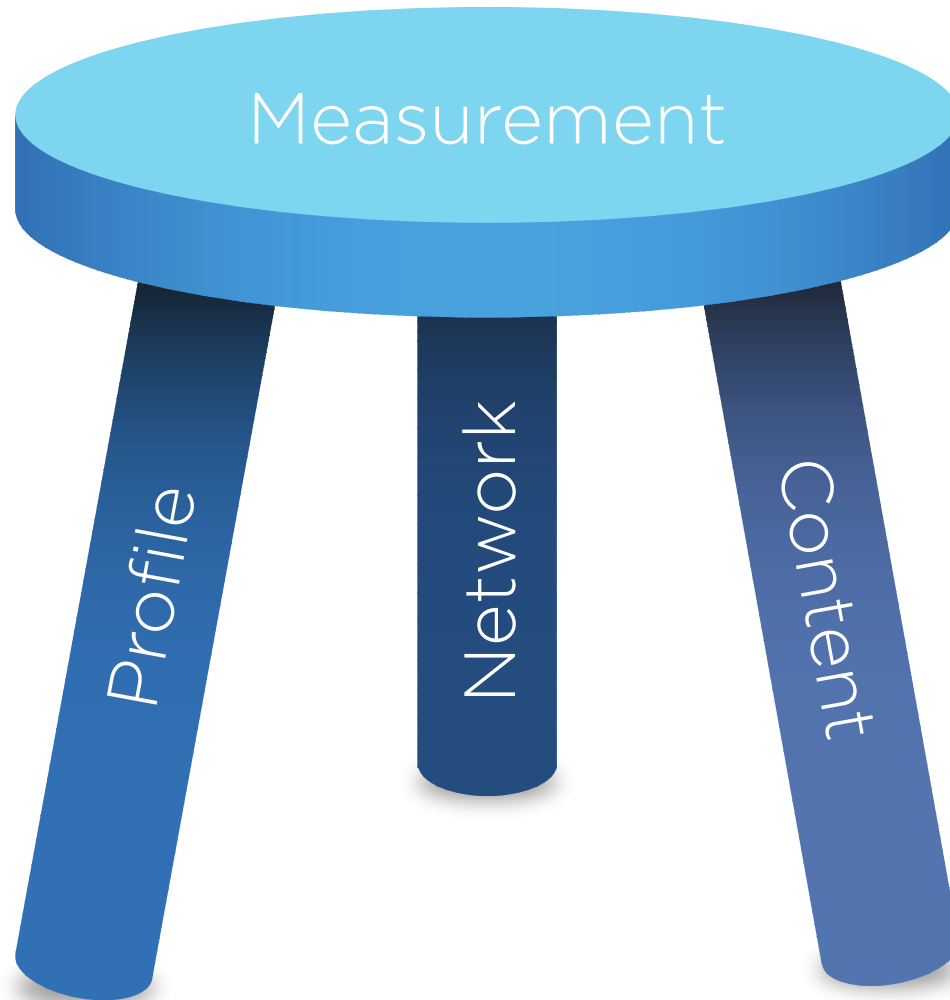
3. Provide the skills to have effective dialogues

What Is Social Selling? Connections And Content, Forbes Magazine

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1. Help **Reps** Understand What to Do



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Align Sales and Marketing for social selling

What **Marketing** needs to do

- Survey sales team
- Communicate content strategy and publish editorial calendar
- Create relevant content, including standard pieces (e.g., company overviews, case studies)
- Have a strategy that creates content appropriate for each stage of the selling process
- Make it easy for Sales to find and share content

What **Sales** needs to do

- Share content broadly
- Communicate with the content development team
- Follow up, and then follow up some more.

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2. Tools to help Sales & Marketing Execute



SOCIAL MARKETING



SOCIAL PROSPECTING

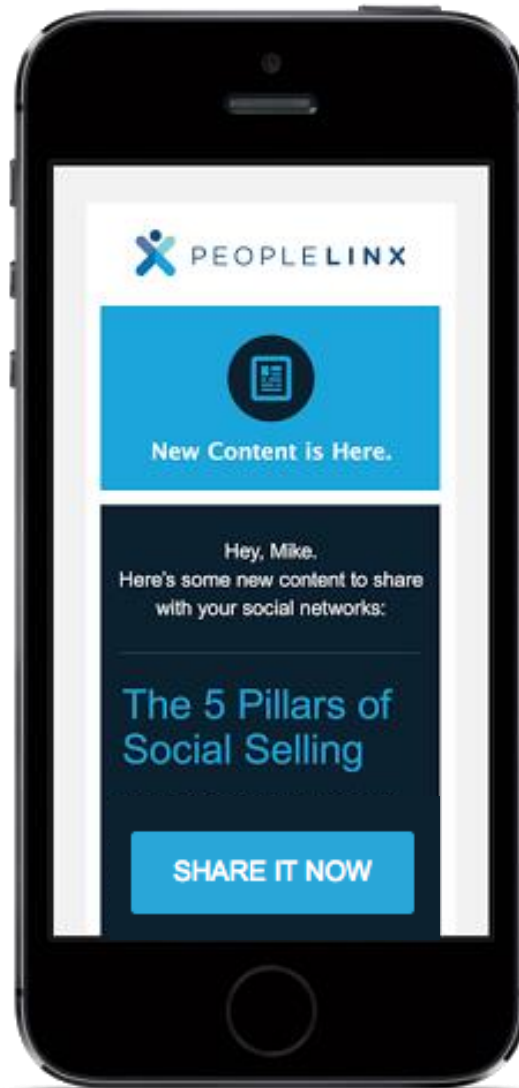


SALES RELATIONSHIP MANAGEMENT



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Make it Drop-Dead **Easy**



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Integrate with CRM for Contacts, Adoption and Metrics

Opportunity **PwC - Software 10.14.14** Customize Page | Edit Layout | Printable View | Help for this Page

Show Feed

[Open Activities \(0\)](#) | [Activity History \(5+\)](#) | [Contact Roles \(1\)](#) | [Partners \(0\)](#) | [Competitors \(0\)](#) | [Products \(0\)](#) | [Notes & Attachments \(0\)](#) | [Stage History \(5\)](#)

Opportunity Detail

[Edit](#) [Delete](#) [Clone](#) [Sharing](#)

Opportunity Owner	Nathan Egan [Change]	Close Date	12/26/2014
Opportunity Name	PwC - Software 10.14.14	Stage	Demo Scheduled
Account Name	PwC Canada	Probability (%)	10%
Type	New Business	Amount	
Primary Campaign Source			

Additional Information

PeopleLinx

- + Twitter: Follow the Account - PwC Canada
- **LinkedIn: Search for Contacts - PwC Canada**

Salesforce indicates a new Opportunity has been created. You should search your LinkedIn network to see if anyone in your LinkedIn network works at PwC Canada.

[Take a Look!](#) [Mark as Complete](#) [Dismiss Task](#)
- + Twitter: Follow your Contact - Philip Grosch

System Information

Created By [Nathan Egan](#), 11/14/2014 2:06 PM Last Modified By [Nathan Egan](#), 1/6/2015 10:39 AM

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What we Know so far

- *If sales reps engage in social selling they sell more*
- *Sales reps are not consistently engaging clients and prospects in social selling*
- *Reps need the right tools to execute*

One more critical issue:

Sales reps struggle with social selling dialogues

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3. Provide **Skills** to have effective dialogues

Did someone really send these?

Quote for Appointment Setting

I'm Mary Smith from of XYZ Corp,

Would you be interested in marketing your company over the phone? You'll be assigned a caller to contact potential clients and book sales appointments for you -- face to face, phone meetings or webinars.

My sales rep can draft you a quote for full lead gen services based on your requirements. Would you have time this week or next for a 10-minute phone call?

Talk to our rep today!

Top-quality Sales Leads & Appointment Setting Services

Hi Jim,

I wanted to check in on you to see if you're looking for ways to Maximize your sales efforts?

XYZ is all about generating top-quality sales leads & appointments for marketing in the financial industry.

We have the best appointment setters on board - our callers follow a thorough prospecting process to make sure that every financial lead and appointment delivered is as sales-ready as possible.

If you are interested -- Please follow the instructions to add an event to our...

If not, please disregard this email and I promise not to send you this email.

Sincerely,

Introduction

Who is the best person to talk to in your organisation about sales forecasting and pipeline management ?

We improve sales performance using online game techniques built on salesforce.com. The techniques are based on thousands of hours of working with CRM, sales managers and analytics experts in companies like salesforce.com and O2 Telefonica.

Quick Note

Rob, are you handling the marketing automation side of your business (Hubspot, Pardot, etc) or is there a better contact at Richardson for this topic?

Hope you had a great Holiday Break. Appreciate the guidance!

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What makes a **Good** discussion, post, or in-mail?

Personal

Relevant

Provides an insight or value

Earns trust - don't sell right away

Hi Jim,

Thanks for connecting with me, I'm glad you did.

Now that we're connected, if it ever seems as if I or one of my connections can help you or one of yours, please let me know. My schedule gets crazy sometimes, as I'm sure yours does, but I believe strongly in "Pay It Forward" and try to help when I can.

Also, if you ever just want to chat about this crazy business of sales and share challenges and ideas, let me know. I enjoy doing that and often find it helpful.

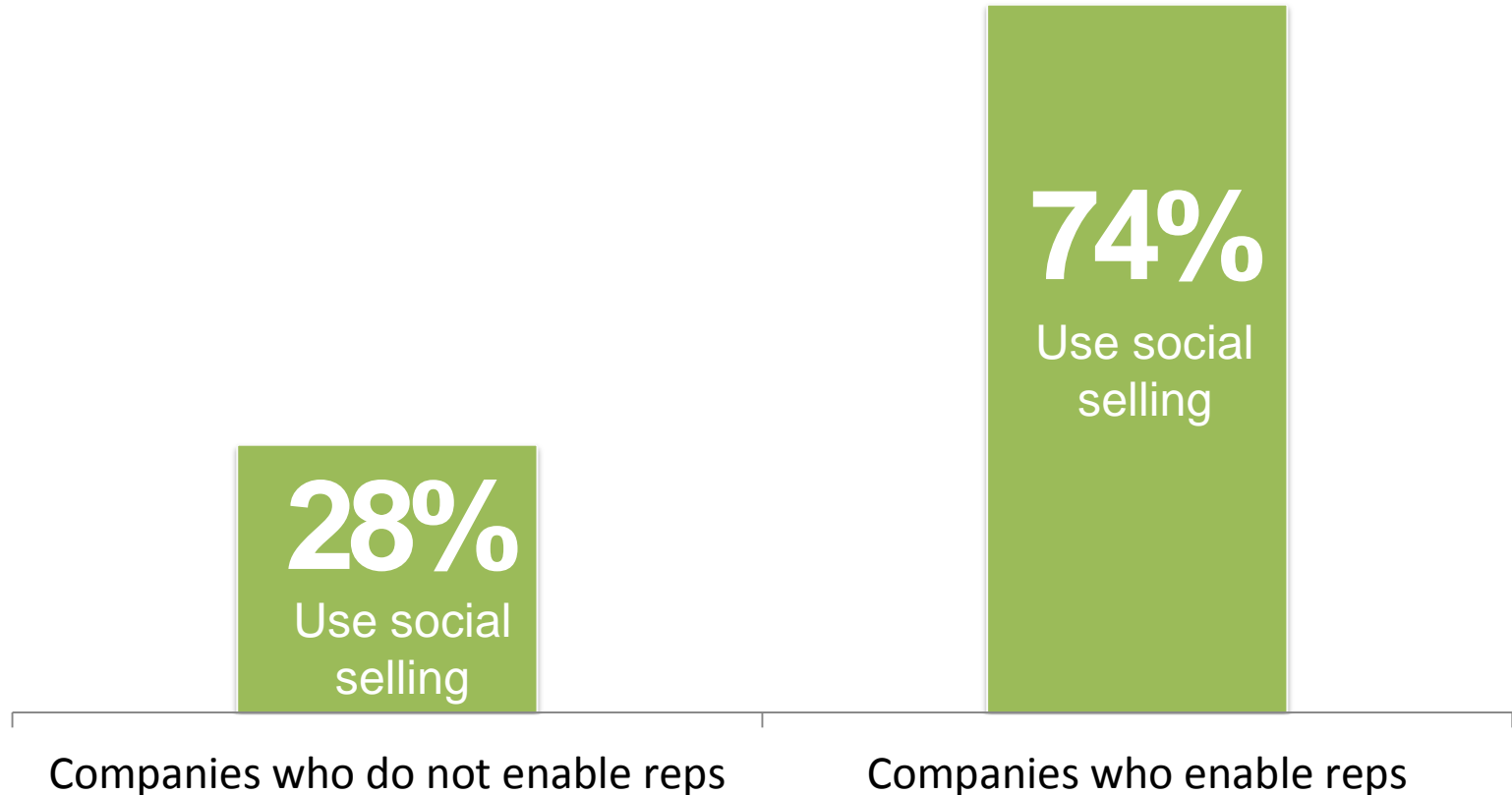
Thanks again, Jim. I look forward to supporting you over time, as part of my network and sales community.

Mike

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Company enablement makes a Huge Difference



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Real Sales Results

↑ 110%

Increase in connectedness to *qualified* buyers

↑ 60%

Increase in *qualified* webinar registrations

\$650 MM

RFP sourced

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Discussion

Q & A

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Discussion

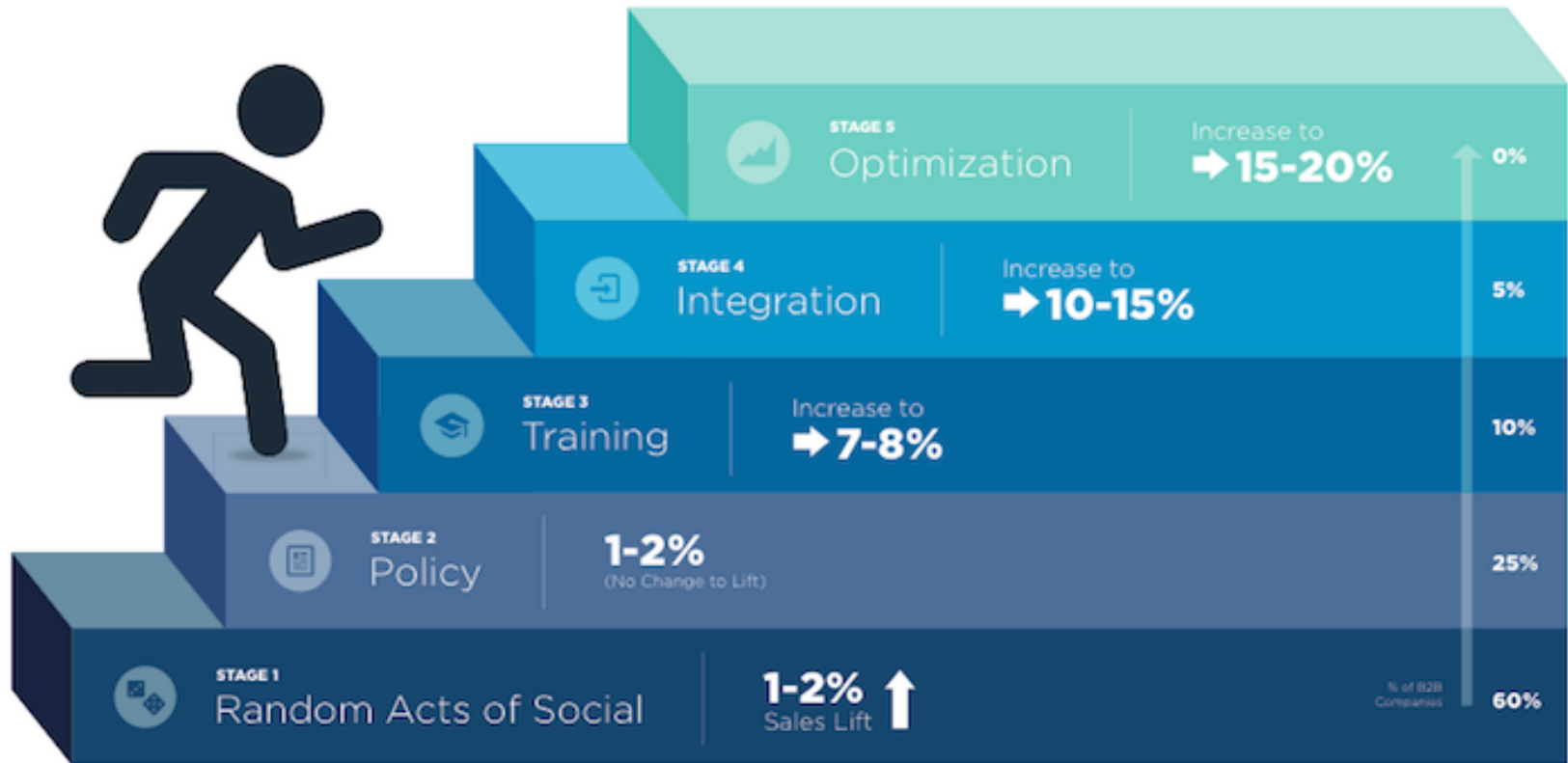
**Thank
You!**

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Social Selling requires Culture Change

The Social Selling Maturity Model (SSMM)



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