



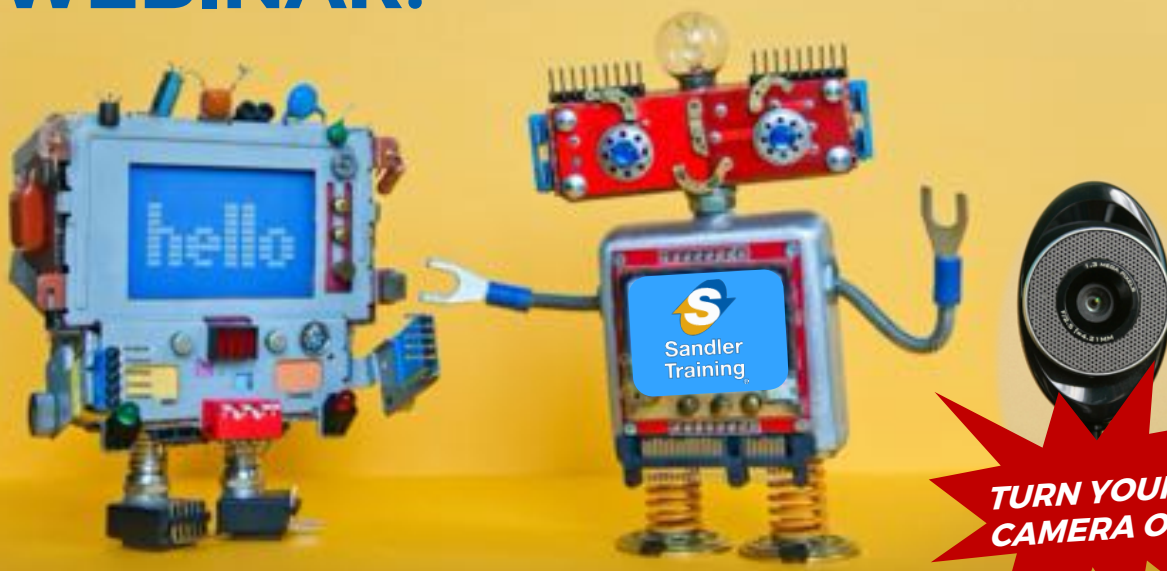
The Superstat Sales Academy

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Social Prospecting

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Welcome to the
WEBINAR!



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What To **Expect**

- 1** **Sixty** Minutes
- Rapid** Fire
- Q&A**
- Recorded**



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2 Participate



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Our Objective

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- Identify Target Accounts
- Search for Suspects
- Listen for Opportunities
- The 5-3-1 rule for increased engagement
- Cold messaging



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SOCIAL SELLING TOOLS ✖

SOCIAL PROSPECTING

Identify Target Accounts

On whom do you call?

On which industries do you call?

What is the job title of your prospects? (VP, Director, Manager)

Where are your prospects located?

What keywords would your prospects use to describe themselves on their profile?

Is there a specific company, person or school on which you call?

What are your prospects currently using or doing?

What are your prospects' Pain Indicators, symptoms or complaints?

What are your prospects' Trigger Events?

How else can you narrow down the search results to 8-10 times the number of sales you need in a year?



Searching for Suspects

Have you looked for target accounts...

- In Advanced Searches?
- In your Saved Searches and Watch Lists?
- In Company Searches?
- In Groups and Associations?
- In relationships with your Connections? (Second Degree Connections)
- Posting and talking about problems you can solve?
- In People Also Viewed and Similar Companies?
- In Google Search Alerts?
- On other social media platforms?
- In the News?

Download a new blank copy of this tool at team.sandler.com

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Social Prospecting

Finding Suspects And Qualifying Prospects

- Identifying target accounts
- Creating a prospecting plan
- Building the relationship
- Starting sales conversations
- Capitalising on trigger events




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Social Prospecting And Networking

- How does social prospecting differ from real-life prospecting?
- What are some prospecting activities that work IRL?
- What are some things salespeople do that don't work IRL?



Social Marketing is passive. Social Prospecting is active!



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Do It Right! The 5 R's

- Right person
- Right time
- Right message
- Right channel
- Right ask



How can social media help you with all five?



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Identifying Target Accounts

- Who do you serve?
- What are their size and location?
- What are they currently doing?
- What are their pain indicators?
- What are their trigger events?



Searching For Suspects

- Advanced searches
- Saved searches and watch lists
- Company searches
- Searching within connections
- Searching posts and news
- Searching with groups
- “People Also Viewed” and “Similar Companies”



APPLICATION ACTIVITY

Foundations

- Do at least one search for people with filters and bookmark it so you can come back

Mastery

- Sign up for the Sales Navigator Free 30-Day Trial: bit.ly/sales_navigator



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Listening For Opportunities

- Social mentions
- Trigger events
 - Job changes
 - Anniversaries
 - Product launches
 - Other market changes or news
- Personal connections



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Increasing Your Chances Of Success

Closing Rates

- Cold calls and walk-ins – 1-3%
- In-bound marketing leads – 10-30%
- Networking and referrals – 35-50%
- Personal introductions – 60-80%



Time Management

Schedule time for:

- Pre-call research
- Prospecting
- Follow up & data entry
- Social sharing and monitoring
- Getting back to real life!



Sharing Social Updates And Articles

- Curate industry knowledge
- Become an authority
- Share marketing CTAs
- Share with personality
- Keep “fuzzy files”



Share 3 to 9 times per day using the 5-3-1!



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WHAT TO SHARE ON SOCIAL MEDIA

5 Curated Likes and Shares:

- Industry news
- Interesting posts from your connections
- Relevant images and videos

3 Personal and Professional Original Posts:

- Content marketing
- Newsworthy personal events

1 Promotional Call-To-Action:

- Marketing call-to-action to collect leads



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Engaging With Suspects

- Liking, sharing and commenting
- Asking good questions
- Giving introductions, information, or opportunities
- Joining similar groups



REPLYING TO SOCIAL ACTIONS

- **Thanks for (liking, sharing or commenting) on my post. Just out of curiosity, what did you like about it? Have you used _____ before or are you looking to start?**
- **(Welcome to the group or I am new to the group.) I just wanted to introduce myself, and see if there is anything I can do to help you and the group. What made you decide to join this group?**

Asking For Introductions

- Bring names to the table
- Always ask them to qualify the suspect for you
- Ask if they feel comfortable introducing you
- Rehearse the introduction
- Always follow up with both parties



ASKING FOR INTRODUCTIONS

- I went on LinkedIn like we discussed and found some names of people that I thought might be good prospects for me, but I need your help qualifying them.
- Can you scratch out any names that you think wouldn't be a good fit for any reason? If you don't know them, they don't pay their bills, or don't need what I have, just scratch them out.
- Then, if there is anyone left, let's talk about why you think they would be good and how we should handle the introduction.

Cold Email Or InMail Messaging

- Use short subject lines
- 3-5 sentences total
 - Introduction & purpose
 - Pain indicators
 - Unique selling proposition
 - The ask
- Follow it up with a call!



InMail boasts an open rate 7 times that of email!



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COLD MESSAGING

SUBJECT: Question

Hi _____, I am reaching out because I noticed you _____.

I work with people who _____, _____, or _____, and help them fix _____ by _____.

Are you the right person at your company to talk to about this? If not, could you point me in the right direction?



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Follow Up Progression

- Alternate emails, direct messages, text, and voicemails
- May take up to 6 attempts over two weeks
- Increase the amount of information in each message
- Call within 5 minutes of seeing a post on social media
- Engage with gatekeepers; don't try to sneak past them



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FOLLOW-UP PROGRESSION

1. **VOICEMAIL:** Hi _____, Tony Goodwin with Sandler Training. Give me a call back when you get a chance 07929 2090000
2. **Text:** Hi _____, it's Tony Goodwin at Sandler. It is important but not urgent that we speak. Can you give me a call when you get a chance?
3. **Email:** Hey _____, I am not sure if any of my messages are getting through to you. It's okay if it is not a good time, but could you let me know if you get this?
4. **Social Message:** Hi _____, just following up on my original message to see if you had any interest in discussing _____. (Trigger Event) If you are too busy, could you direct me to someone else at your organization that can handle this for you?
5. **Voicemail:** Hi _____, at this point, I am going to assume you are not interested and take you off my call list. If anything comes up in the future that I can help with, then you can just contact me. Sorry for bothering you.



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APPLICATION ACTIVITY

Foundations

- Create a generic email introduction for a cold email
- Be prepared to deliver a 30-second commercial to introduce yourself

Mastery

- Create a 6-message follow up progression with name and number, full 30-second commercial, and close the file call



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Wrap Up

- Negative Reverse Selling
- Transactional Analysis
- OK-Not OK
- DISC



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Thankyou

Questions

