

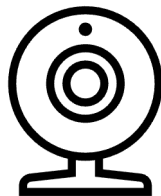
Drive Revenues Through Social Selling

TONY GOODWIN



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**Get the Most Out of
Our Session Today**



2

What to Expect

- 60 minutes
- Rapid fire
- Q&A
- Recorded



3

Today's Objective

- Search and find relevant prospects
- Initiate welcoming connections
- Drive engagement and increase relationships



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Driving Revenue Through Social Selling Success

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What Is **Social Selling**?

- Using virtual tools and online networks to add more prospects, opportunities and information to your sales pipeline



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The Buyers **Journey**

67%



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Keys To **Social Selling**

- Engagement
- Providing value



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What Is **Social Selling**

Marketing

- One-to-many
- Audience
- Lead generation

Sales

- One-to-one
- Conversations
- Prospect qualification



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Keys To **Social Selling**

Marathon

Not a Sprint



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Keys To **Social Selling**

Show Value
or
Don't Show Up



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Trade Your **Assets**

- Build **social capital** by giving
- Build **relationships** by staying connected and keeping in touch
- Build **authority** by adding value
- Build **intimacy** by opening up and being personal



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Get Offline And Start Selling Conversations

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Do It **Right**

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



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Increase Chances Of **Success**

Closing Rates

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



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Why **Social Selling?**

- 45% more opportunities
- 51% more likely to exceed quota
- 80% more productive
- 63% win rate on referrals



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Social Selling Tips

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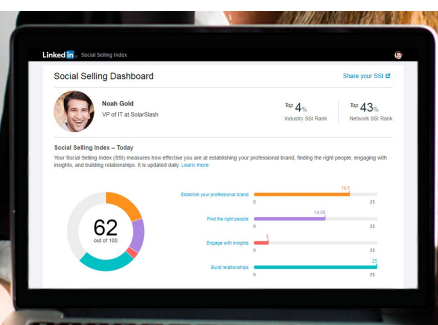
What's Your Social Selling Score?

Measure your sales success with
Social Selling Index

Sales Navigator can boost your Social Selling Index
by 20%

[Learn more](#)

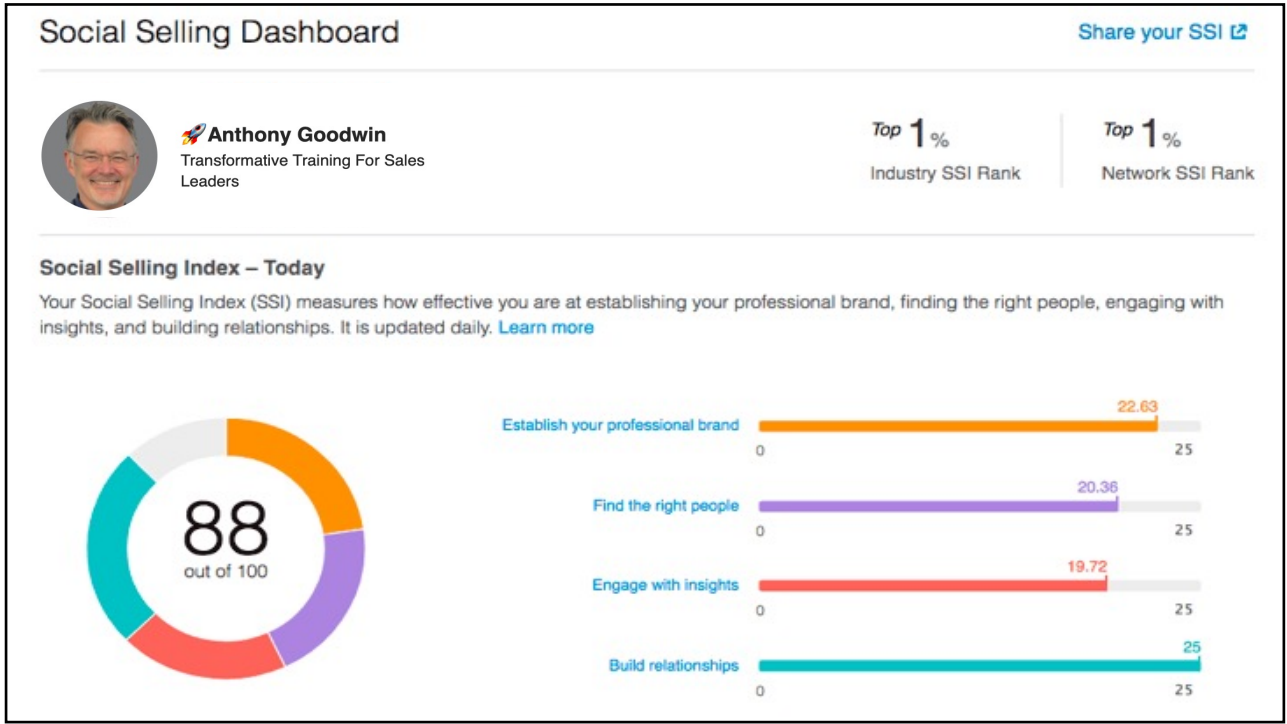
[Get your score free](#)



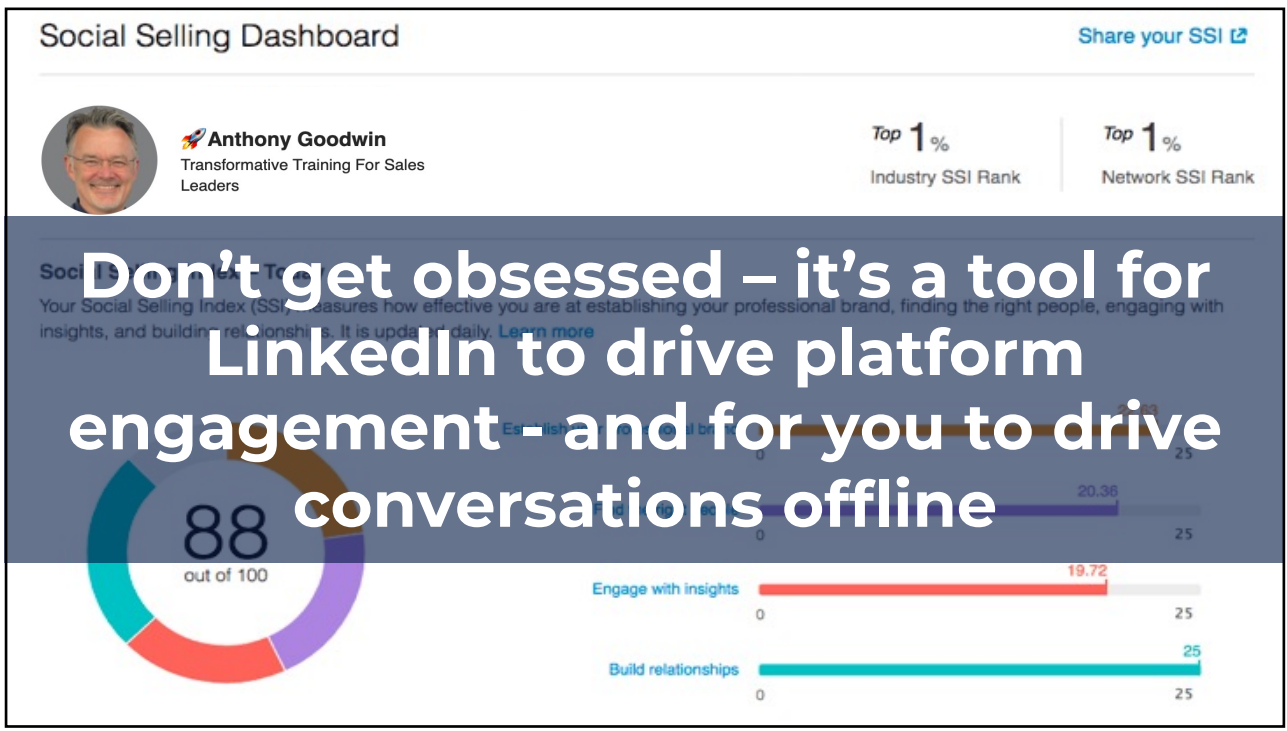
- Type 'Social Selling Index' into your search engine
- Click 'Get Your Score'



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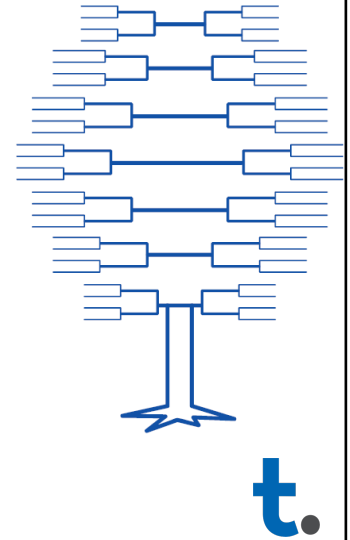
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Growing Your **Referral Tree**

- Do you have strong relationships from which you can branch out?
- Do you water and nourish your tree often?
- Do you make and ask for introductions?
- Do you need to trim some branches?
- Emerson's Law of Compensation is Miracle-Gro for your referral tree



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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?



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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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Social Selling **Triggers**

- Profile viewed
- Invitation to connect
- Your invitation to connect is accepted
- Contact's job change
- Contact gets promoted
- Contact's birthday
- Contact's work anniversary
- Contact is mentioned in news
- Contact updates their profile photo, summary, etc.
- LinkedIn blog post is liked by a contact

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Social Selling **Triggers**

- LinkedIn blog post is shared by a contact
- Comment or Like on your LinkedIn blog post by a contact
- LinkedIn update is liked by contact
- LinkedIn update shared by contact
- LinkedIn update is commented on by your contact
- Group post is liked
- Group post is shared
- Group post is commented on
- Group member makes a comment in a group
- You're endorsed for a skill

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Social Selling **Triggers**

- You received a recommendation
- You have an opportunity to ask for a recommendation from a contact
- You are invited to join a LinkedIn group
- A shared group member reaches out to you
- You receive an InMail or a message
- 2nd or 3rd degree connection likes a post
- 2nd or 3rd degree connection comments on a post
- 2nd or 3rd degree shares a LinkedIn update post
- Your contact writes a blog/ post
- LinkedIn's People You May Know feature presents a contact which is connected to someone in your network

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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”



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What To **Share**

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



Share using the 5-3-1



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The **5:3:1**

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 **Prospects**

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



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Replying To **Social Triggers**

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?

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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



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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 delete 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 remove them.**
- **Then, if there is anyone left, let's talk about why you think they would be good and how we should handle the introduction.**

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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 contacting you 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 from ABC. Can you give me a call back when you get a chance on 07920 202020
2. **Text:** Hi _____, it's Tony from ABC. It is important but not urgent that we speak. Can you give me a call when you get a chance?
3. **Email:** Hi _____, 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 _____. If you are too busy, could you direct me to someone else at your organisation 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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The **Close**

- Close the opportunity, but keep the relationship
- Ask for referrals!
- Turn them back over to Marketing for a nurture campaign



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Traditional **Prospecting**



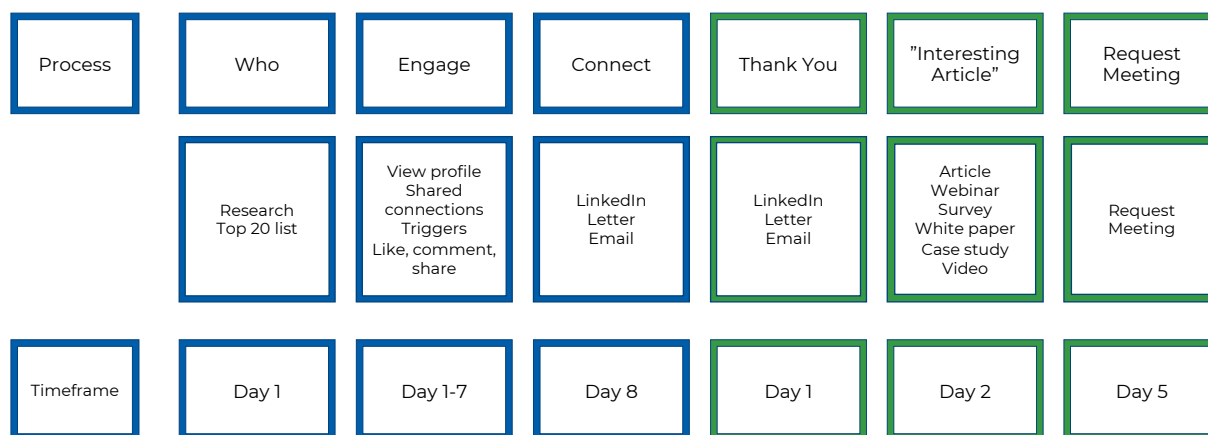
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Multi **Channel**



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Campaign **Builder**



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Top 10 Social Selling **Behaviours**

1. Search the connections of your contacts before every meeting and ask for referrals
2. Create a saved prospecting list
3. Start online conversations from your likes, shares, and comments
4. Send cold emails or InMails when you can't get an introduction
5. Don't be afraid to PUTT!

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Top 10 Social Selling **Behaviours**

6. Take action on trigger events
7. Research leads and suspects
8. Schedule posts and content marketing ahead of time with social media tools
9. Write and share long-form articles monthly
10. Expand your prospecting lists with “People Also Viewed” and “Similar Companies”



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Wrap **Up**


- Search and find relevant prospects
- Initiate welcoming connections
- Drive engagement and increase relationships




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Proof Read – Then Read Again

 **Business Development Manger** at IBASE Europe
Leeds, United Kingdom • Electrical/Electronic Manufacturing
[Similar](#)
Current: **Business Development Manger** at IBASE Europe [Send InMail](#)


 **Business Development manger** at PARK SQUARE ACQUISITIONS LIMITED
Huddersfield, United Kingdom • Financial Services
[Similar](#)
Current: **Business Development manger** at PARK SQUARE ACQUISITIO... [Send InMail](#)


 **Business & Education Development Manger - Fenland** at The Skills Service
Peterborough, United Kingdom • Marketing and Advertising
[1 shared connection](#) • [Similar](#)
Current: **Business & Education Development Manger - Fenland** at The Sk... [Connect](#)



45

Proof Read – Then Read Again

 **LinkedIn Member**
Head of Centre of Excellence **Communications** at GSK
Twickenham, United Kingdom • Pharmaceuticals
[Send InMail](#)
Current: **Head of Centre of Excellence Communications** at GSK

 **LinkedIn Member**
Communications Manager bei <http://startups.co.uk/>
London, United Kingdom • Computer & Network Security
[Send InMail](#)
Current: **Communications Manager** at <http://startups.co.uk/>



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Proof Read – **Then Read Again**



LinkedIn Member

Public Affairs/ **Pubic** Relations & woordvoerder bij Aegon
The Hague Area, Netherlands • Insurance

Send InMail

Current: Public Affairs **Pubic R**elations & woordvoerder at Aegon



LinkedIn Member

Manager, Regulatory **Affairs** and **Pubic** Policy at Tufts Health Plan
Greater Boston Area • Hospital & Health Care

Send InMail

Current: Manager, Regulatory **Affairs** and **Pubic** Policy at Tufts Health Plan



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Thankyou!

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