*Your Sales Strategy for the Digital Age*

# Fundamentals of Social Selling

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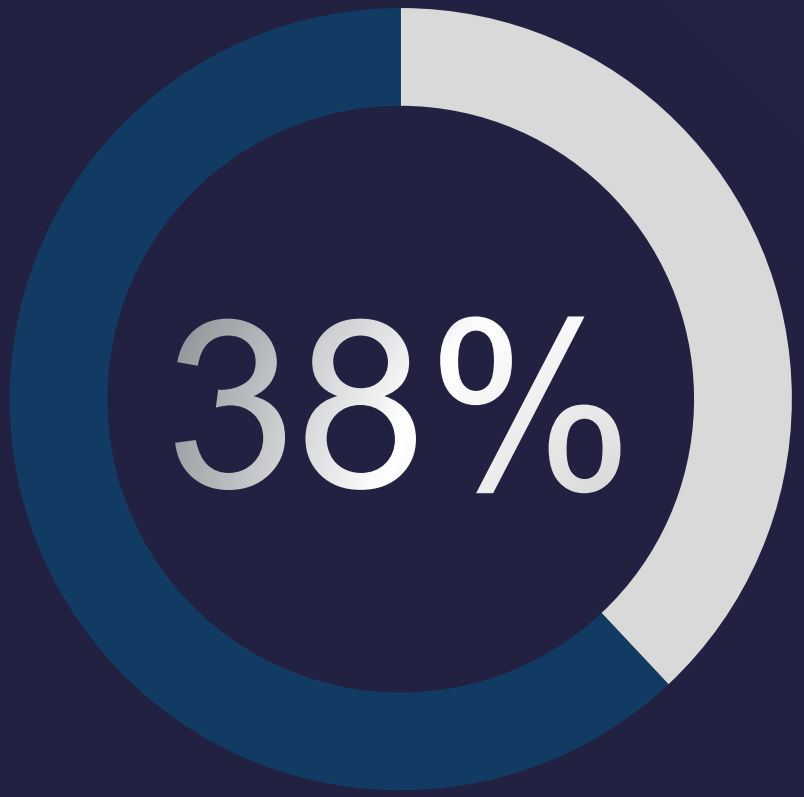
**LinkedIn**




LESS THAN

# 4 in 10

Sales Professionals
Will Achieve

**QUOTA**

**- Aberdeen Group**

# Fact:

*We all lose deals.*

# Why we lose deals

## MISSING CRITICAL PLAYERS

**7**

Buyers Involved

## LACKING CREDIBILITY

**77%**

of buyers don’t think you can help

## LOSING TOUCH WITH PROSPECTS

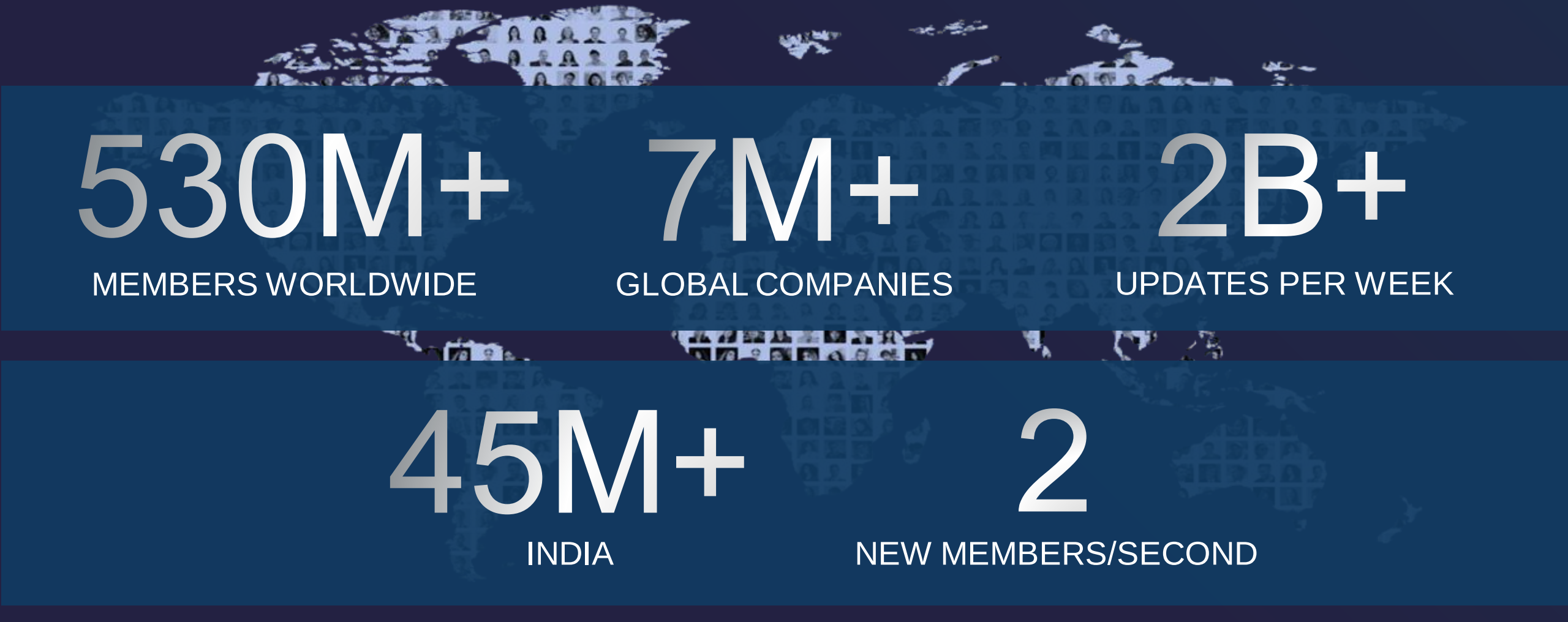
**24%**

go dark

# *SOCIAL SELLING*

*A modern approach to sales that utilizes information from social networks to grow your business*

LinkedIn has a wealth of information on the people and companies with whom you want to build relationships



530M+
MEMBERS WORLDWIDE

7M+
GLOBAL COMPANIES

2B+
UPDATES PER WEEK

45M+
INDIA

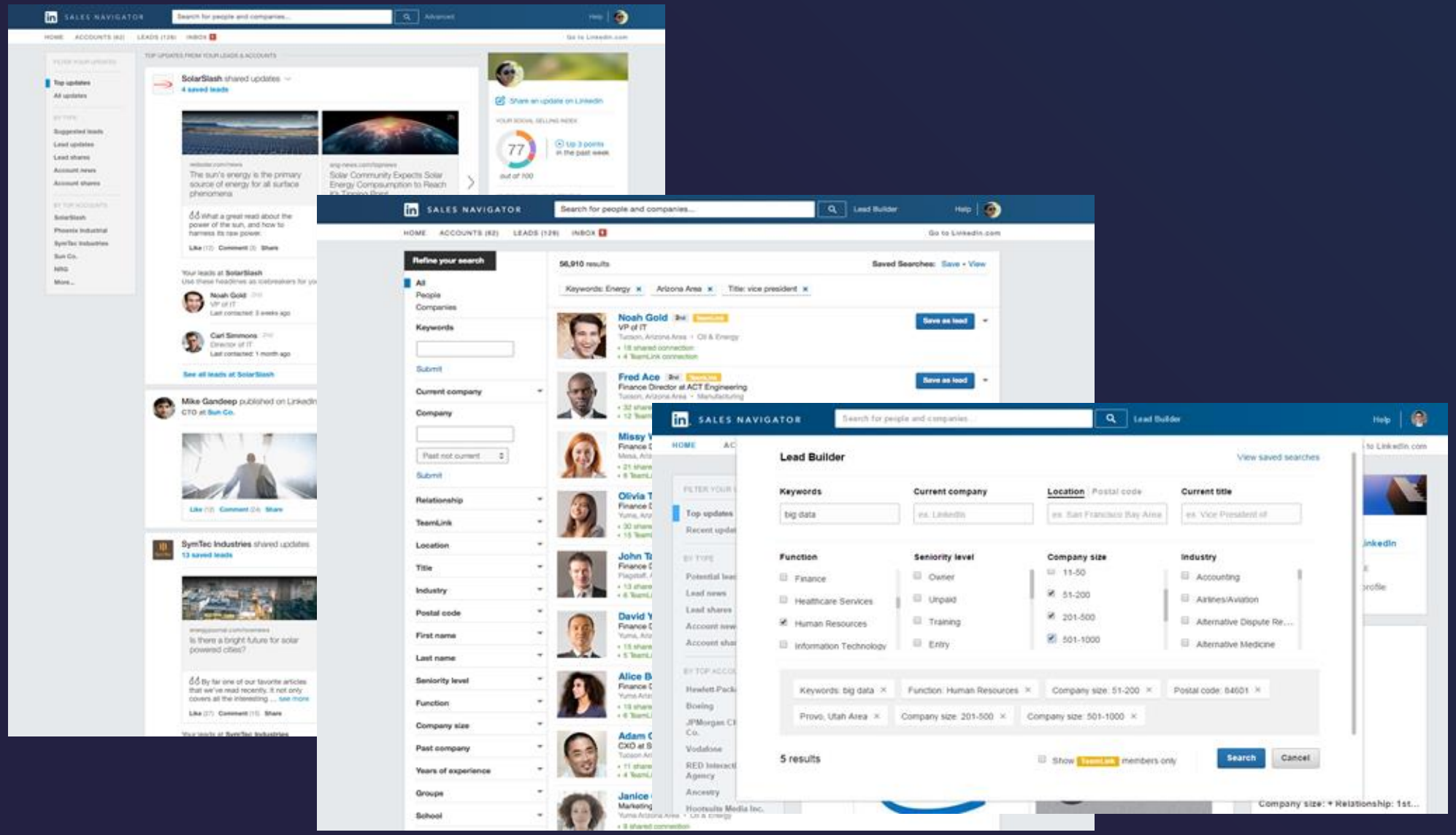
2
NEW MEMBERS/SECOND

# To tap into the power of LinkedIn for sales, you need to expand your access and tailor your experience

**TODAY:**
your personal network

**Just what you need**
for sales

# Get More Out of LinkedIn with LinkedIn Sales Navigator



# Fundamentals of Social Selling with LinkedIn

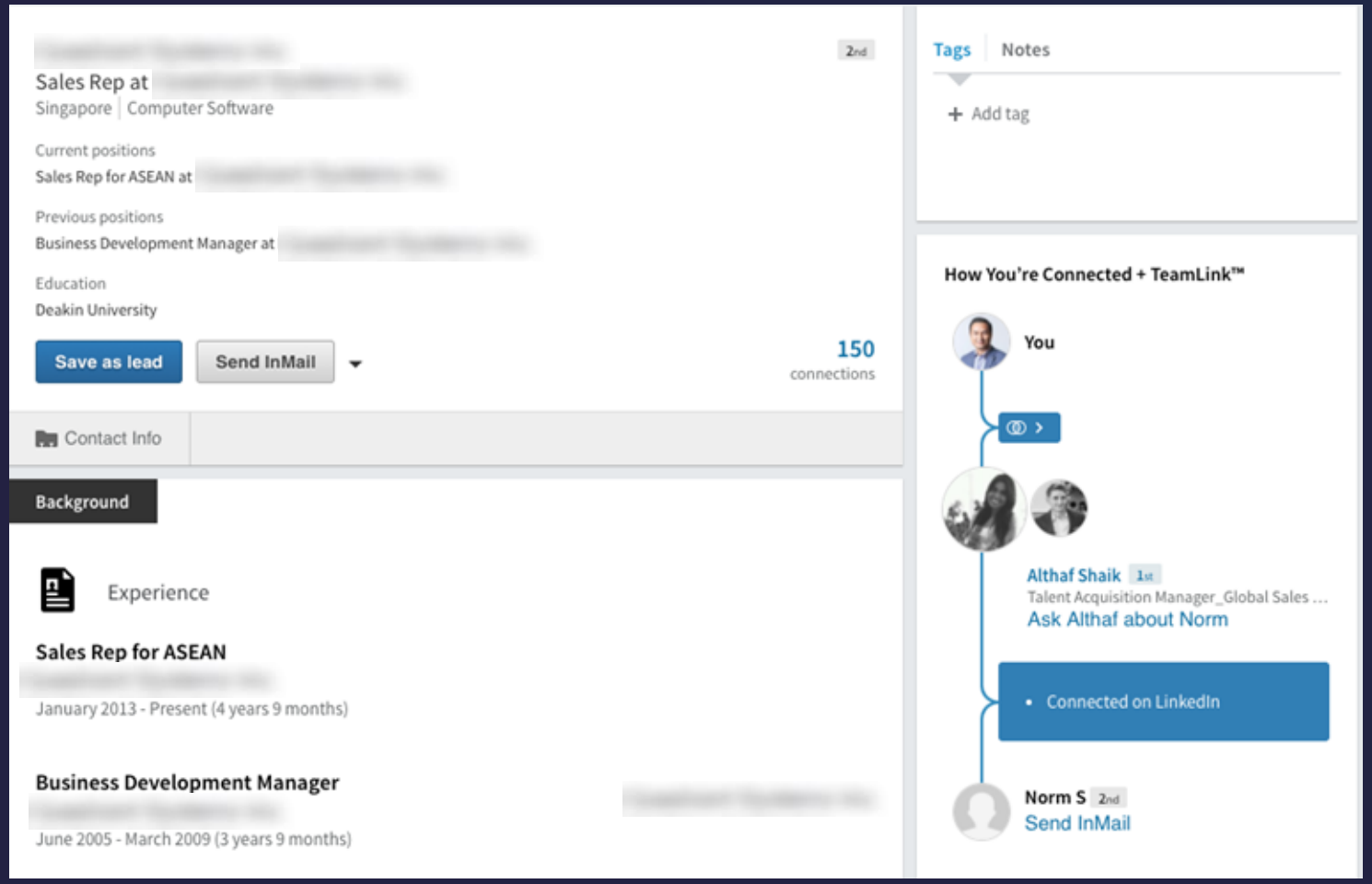
## Start with the Building Blocks

# Fundamentals of Social Selling with LinkedIn

## Start with the Building Blocks

# Build a Professional Brand

## Start with Your Profile



# Build a Professional Brand

## Inform & Inspire

### Professional Photo

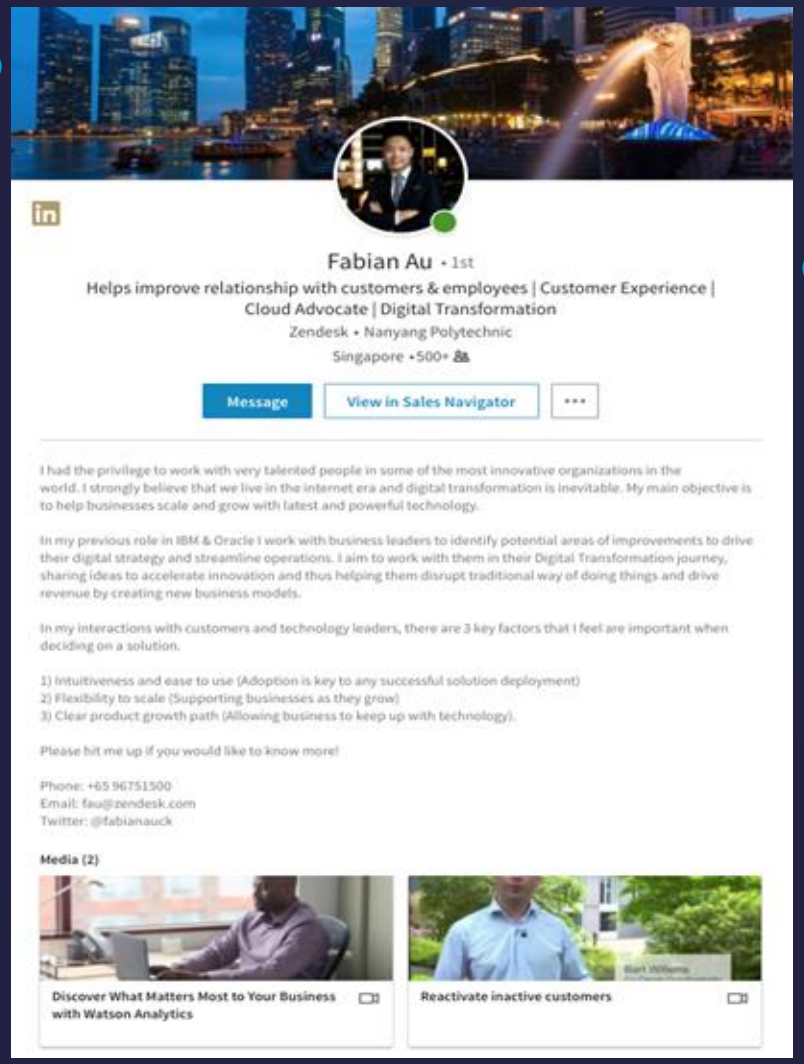
your first impression

### Summary

should describe your passions

### Media

should illustrate your story




### Tagline

should be action oriented, not just a title

FAST TIPS

# Build a Professional Brand

## Start social selling today

1

### PEER REVIEW

Schedule time on a Friday for your team to update LinkedIn profiles together

2

### SAY CHEESE

Bring in a professional photographer for profile headshots

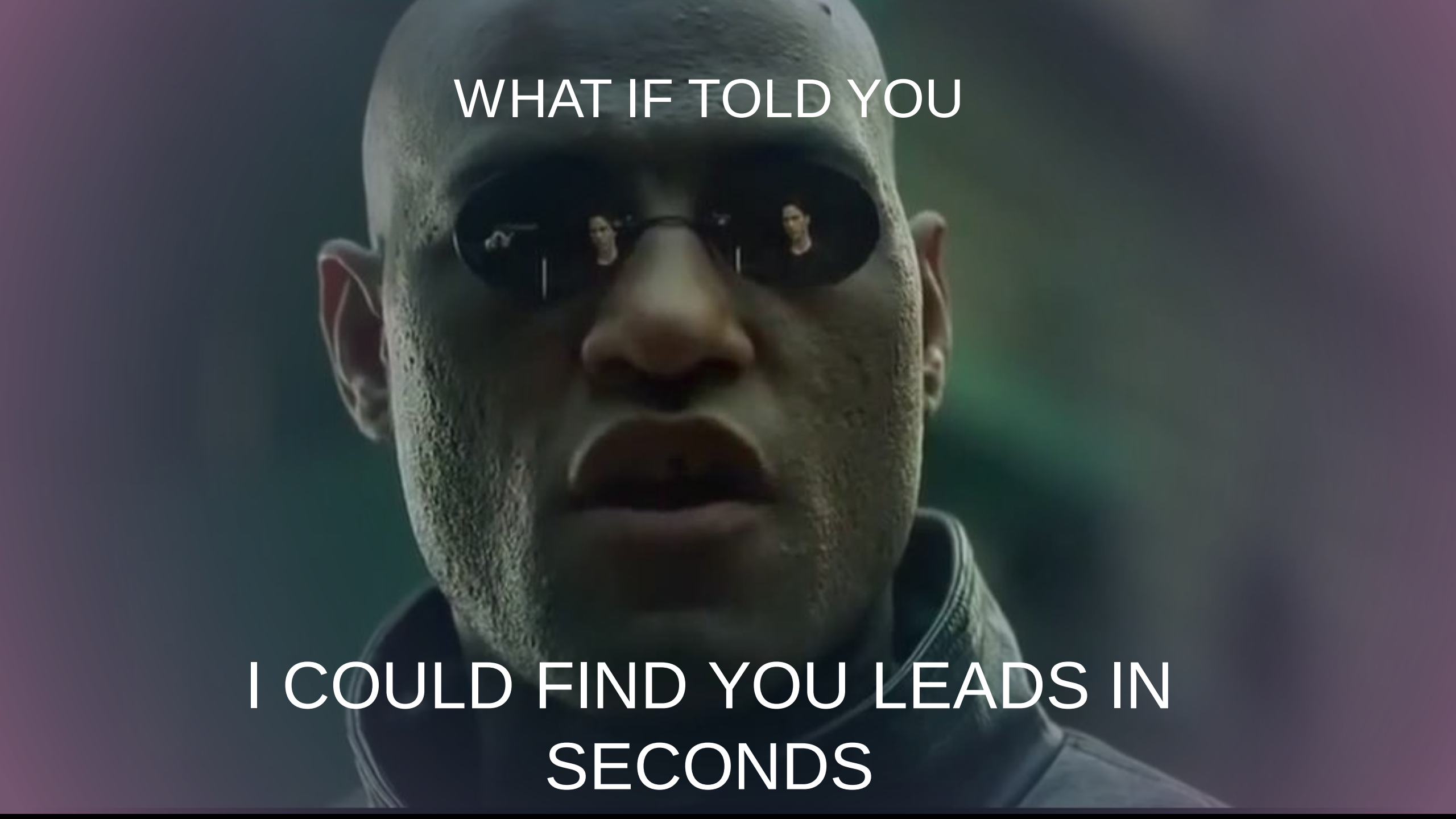
3

### SHARE CONTENT

Ask marketing for existing content so you can leverage what's already available

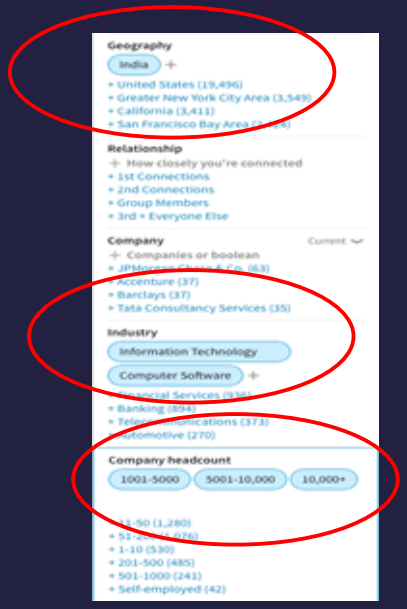
# Fundamentals of Social Selling with LinkedIn

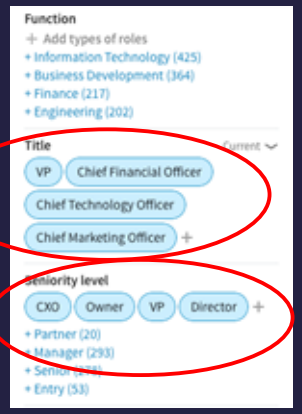
## Start with the Building Blocks

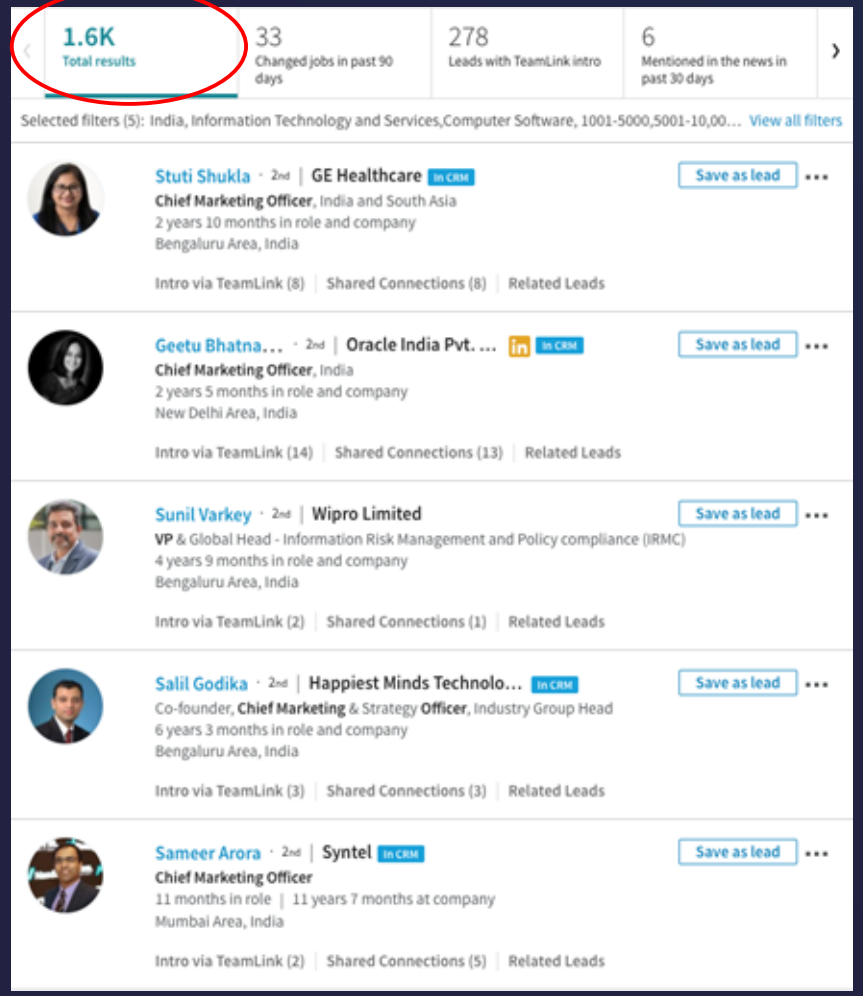

WHAT IF TOLD YOU
I COULD FIND YOU LEADS IN SECONDS

# Find the Right People

## Build and Save Lead Lists with Lead Builder

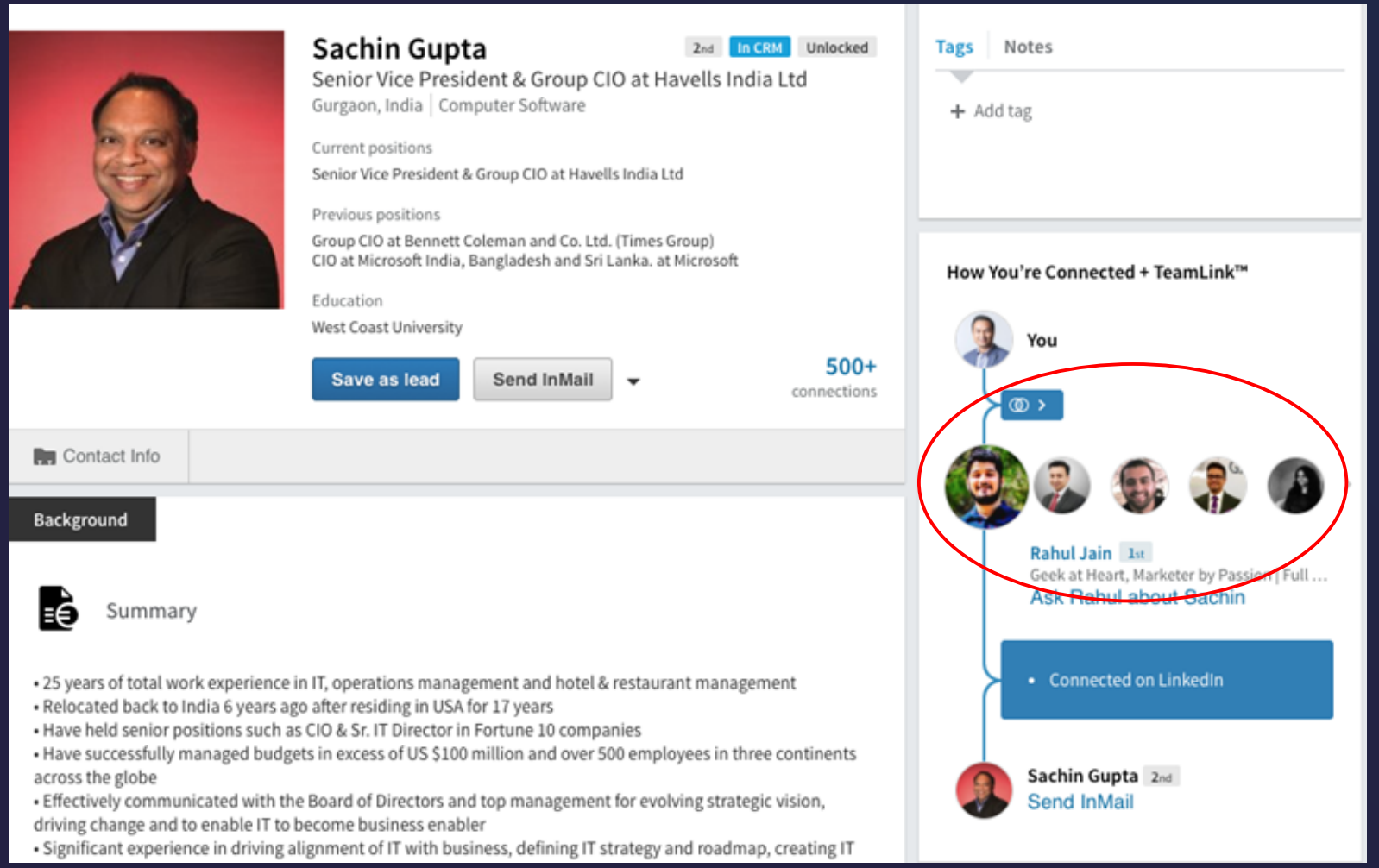


# Find the Right People

## Leverage your Team Network



**FAST TIPS**

# FINDING THE RIGHT PEOPLE

## Start social selling today

1

### CONNECT

Have your sales team connect to one another on LinkedIn to start unlocking the power of your combined networks

2

### RESEARCH

Go beyond just your target lead at an account – look up their Director+ peers and identify your entire buyer panel

3

### TRAIN

Teach new employees your process from the start and invest in training your more experienced team members.

# Fundamentals of Social Selling with LinkedIn

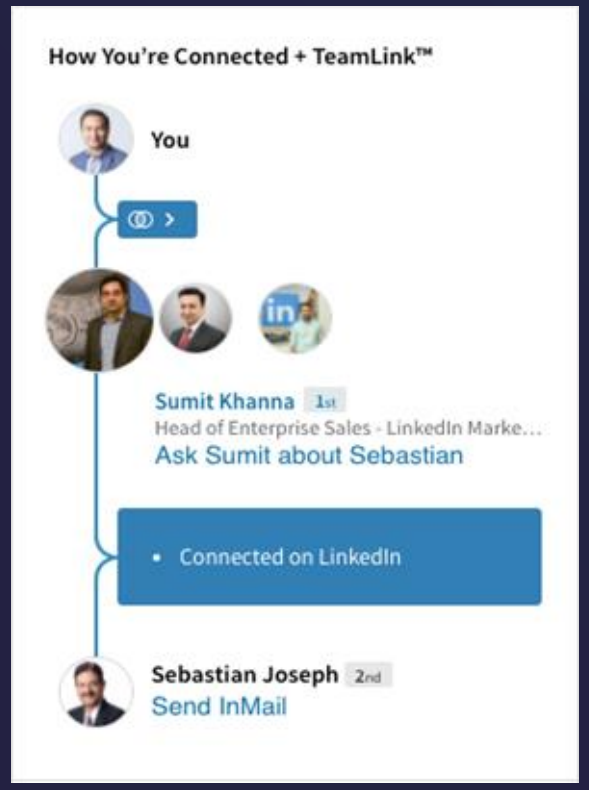
## Start with the Building Blocks

# “I don’t wanna call!”

# Sell Through Relationships

## The Cold Call is Dead

WARM INTRODUCTION




NAME DROP

**ASK FOR PERMISSION**

Request intros when they will have the most impact

**MAKE IT EASY**

Offer to ghost-write the intro email

**FOLLOW-THROUGH**

Close the loop with the introducer

**FAST TIPS**

# SELL THROUGH RELATIONSHIPS

## Start social selling today

1

### LEAD BY EXAMPLE

Encourage your sales team to approach you for introductions to prospects connected to you.

*NOTE: Make sure they have done their due diligence, your reputation is on the line too*

2

### NETWORK INTERNALY

Incorporate into your regular team meetings – formalize the serendipitous ‘water cooler’ moments

3

### USE TEMPLATES

Create a network introduction email template so people have a gold standard

# Fundamentals of Social Selling with LinkedIn

## Start with the Building Blocks

CREATE A PROFESSIONAL BRAND

FIND THE RIGHT PEOPLE

SELL THROUGH RELATIONSHIPS

ENGAGE WITH INSIGHTS

# Engage with Insights

## Even if it’s cold, keep it personal

# Engage with Insights

## Appeal to Both Sides of the Brain

1. Appeal first to emotional **(right)** side of the brain…
   - Personal interests
   - School pride
   - Articles and posts
   - Recommendations

2. …Before challenging the logical **(left)** side of the brain
   - Insights
   - Data
   - Rankings

FAST TIPS

# ENGAGE WITH INSIGHTS

## Start social selling today

1

### START SMALL

Start simply by sharing, liking and commenting on others' content. You can start engaging without any of your own original content!

2

### FOLLOW TARGET COMPANIES

Watch for marketing materials and press releases related to your target companies and products.

3

### LOOK FOR OPENINGS

Pay attention to key moments for your leads or accounts: job changes, promotions, news mentions, etc.

# Next Steps: Start Social Selling

## You have the fundamentals

| | |
|---|---|
| CREATE A PROFESSIONAL BRAND | Polish Your LinkedIn Profile |
| FIND THE RIGHT PEOPLE | Search 500M+ Members |
| SELL THROUGH RELATIONSHIP | Leverage Warm Introductions |
| ENGAGE WITH INSIGHTS | Keep Up with Your Accounts |

For more on LinkedIn Sales Navigator, visit sales.linkedin.com

# Sales Professionals Who are Social Selling

## Better pipeline

45%

Increase
to
pipeline

## Bigger deals

13%

Larger
Average
Selling Price

## Exceed quota

51%

More likely
to
reach quota

*Selling to people who actually want to hear from you is more effective than interrupting strangers that don't.*

Seth Godin – Founder of Squidoo.com

# THANK YOU