

Luan Wise



Who am I?

- 20 years' experience in agency, client-side and consultancy roles
- Chartered marketer, FCIM
- Author, Relax! It's Only Social Media and the Social Media Planner
- LinkedIn Learning course instructor
- Accredited trainer for #SheMeansBusiness Facebook & Instagram
- Coach for Google's Digital Garage initiative

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Agenda

- What is social selling?
- Social selling techniques
 - Personal branding
 - Social listening
 - Social prospecting
 - Employee advocacy
- Q&A

Old sales model



New sales model



40% of business owners use social media to generate sales.

Almost 25% of business owners are selling through Facebook.

A quarter of consumers say recommendations on social media influence what they buy.



Social selling is the art of using social networks to find, connect with, understand, and nurture sales prospects.

It's the modern way to develop meaningful **relationships** with potential customers that keep you – and your brand – front of mind so you're the natural first point of contact when a prospect is ready to buy.

Social selling

Social selling is taking out the pitching component of sales.

You're creating conversations about your product and services which organically can produce sales conversations.



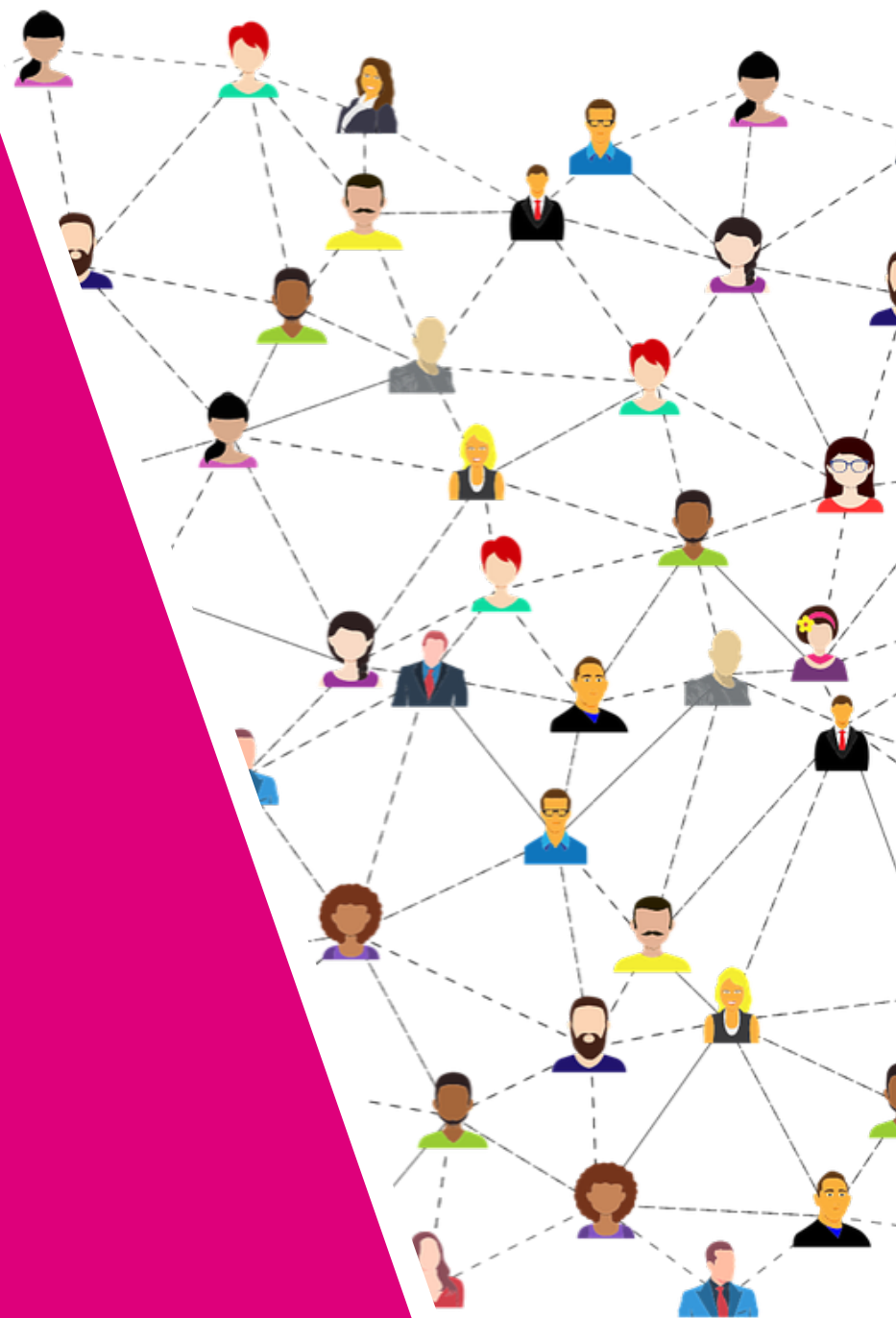
Social selling techniques

- One-to-one rather than one-to-many
- **Personal branding** – use of social media to establish reputation and credibility
- **Social listening** – identifying valuable new customers and sales opportunities
- **Social prospecting** - searching for signs of customer interest/buying intent or qualified prospect status based on criteria.
- **Employee advocacy** – leveraging colleagues to share content with their networks

But first...

Define your
target
audience

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1. Personal branding

Personal branding

- is the practice of people **marketing themselves** and their careers as brands
- is about **who** you are and **how others** perceive you
- is an **ongoing process**
- is rooted in **authenticity**
- is **an asset** that must be managed

Personal branding

- credibility
- trust
- go-to person
- differentiation
- higher perceived value
- more opportunities
- engage with your audience



2. Social listening

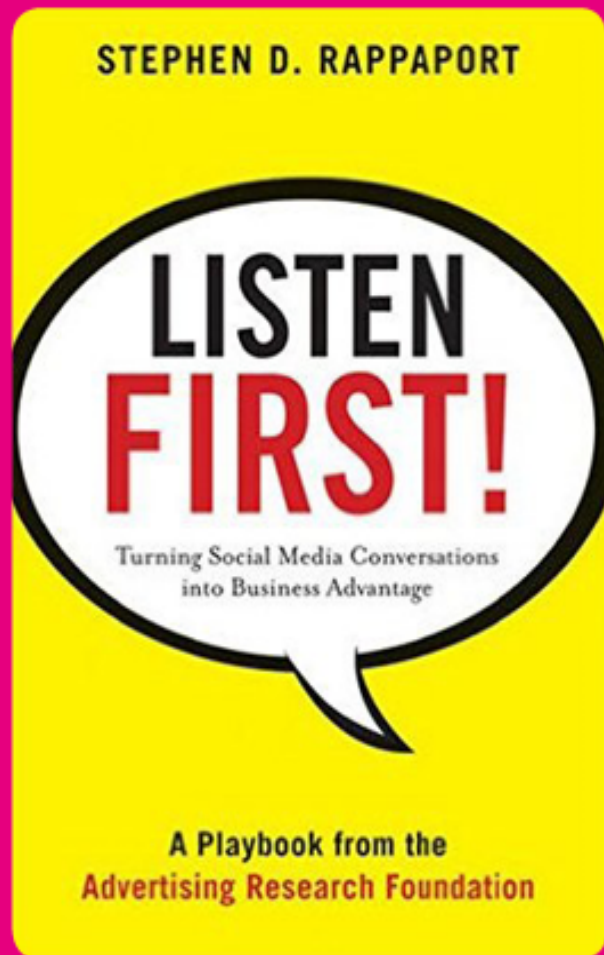


“Most people do not listen with the intent to understand; they listen with the intent to reply.”

Stephen R. Covey, *The 7 Habits of Highly Effective People*

Types of online listening

- Social monitoring
- Social research



Listening

The complaint

The compliment

The problem

The question or enquiry

The campaign impact

The crisis

The competitor

The crowd

The influencer

The point of need

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Social selling

- Discussions about your product/category
- Intent-to-purchase signals
- Seeking recommendation requests
- Content to share/demonstrate expertise
- Target audience interests



Luan Wise,
Planet Leasing replied to your Tweet!



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@luanwise

.@FIAT_UK After months of consideration I today went to your Gloucester branch. Sales person could not help as no manager in
#FAIL #LOSTSALE - Mar 30



Planet Leasing
@PlanetLeasing



Follow

@luanwise let us know if we can help at all

03:15 PM - 31 Mar 15

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Luan Wise @luanwise · Apr 14

@bluehost Why do I get a different answer to the same problem every time I use live chat... and never a resolution. #FAIL



Web Hosting Ninja

@Ninja_Hosting

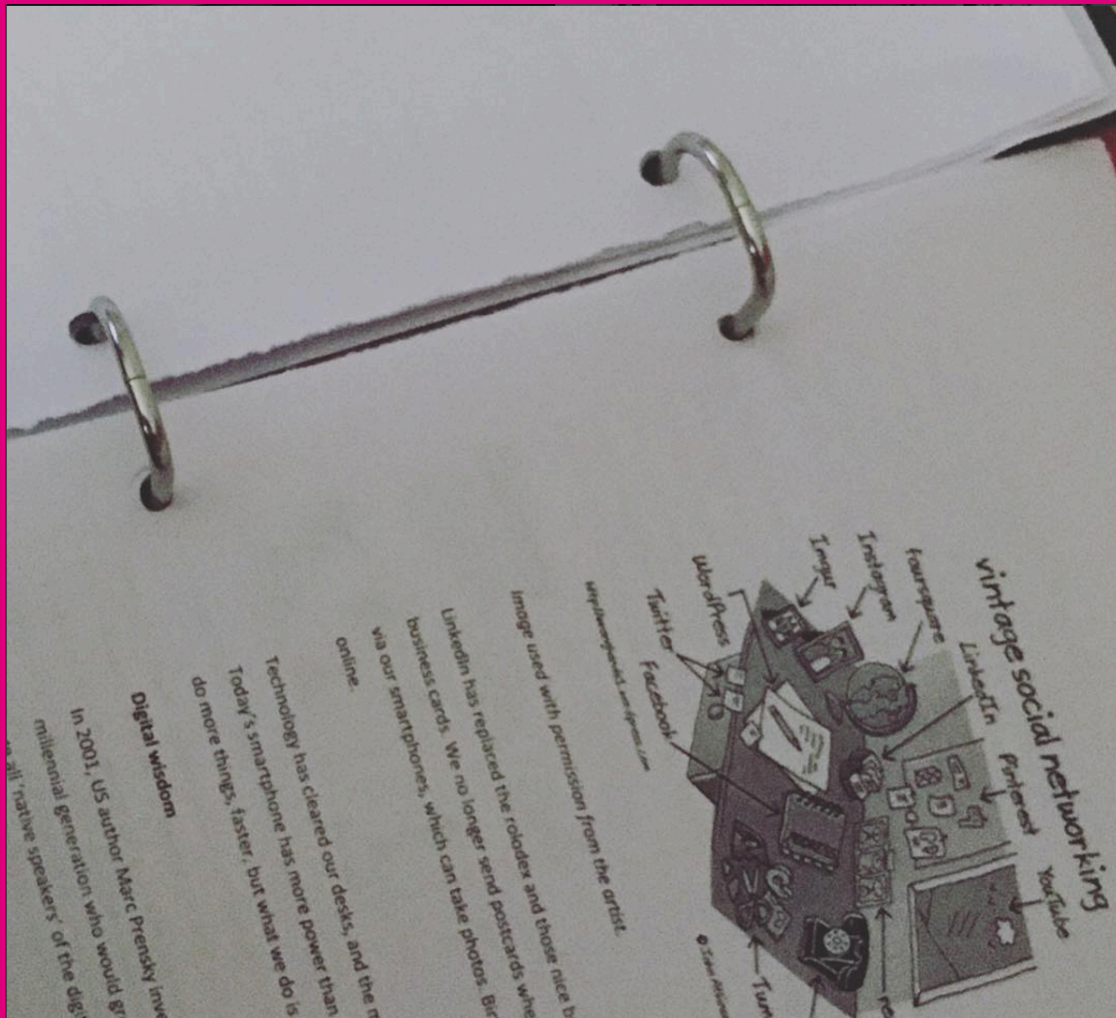


Follow

@luanwise We can resolve it for you Luan. We'd love to move you for free to webhosting.ninja!



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Search

Keyword

Lists

Select a profile:

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Enter search query:


Show examples

Save Changes

Examples

Query	Show results...
twitter search	containing both "twitter" and "search".
"owls rock"	containing the exact phrase "owls rock".
ninjas OR pirates	containing either "ninjas" or "pirates" (or both).
super -man	containing "super" but not "man".
#followfriday	containing the hashtag "followfriday".
from:Hootsuite	sent from person "hootsuite".
to:invoke	sent to person "invoke".
@memelabs	referencing person "memelabs".
colbert	containing "colbert" sent since
since:2008-07-27	"2008-07-27"
w00t until:2008-07-27	containing "w00t" sent up to "2008-07-27".
unicorns :)	containing "unicorns" with a positive attitude.
fail :(containing "fail" and with a negative attitude.
bacon ?	containing "bacon" and asking a question.
rainbows	containing "rainbows" and linking
filter:links	to URLs.

Twilert

 Twilert

TwilertsAccountSupportSign Out

Create new Twilert

Refine

Schedule

Refine your search ([help?](#))

Enter your search

Filter by word(s) ▾

Filter by user ▾

Filter by location ▾

Misc ▾

Next

:) positive

:(negative


? question


exclude retweets


links


verified


Your Twilert









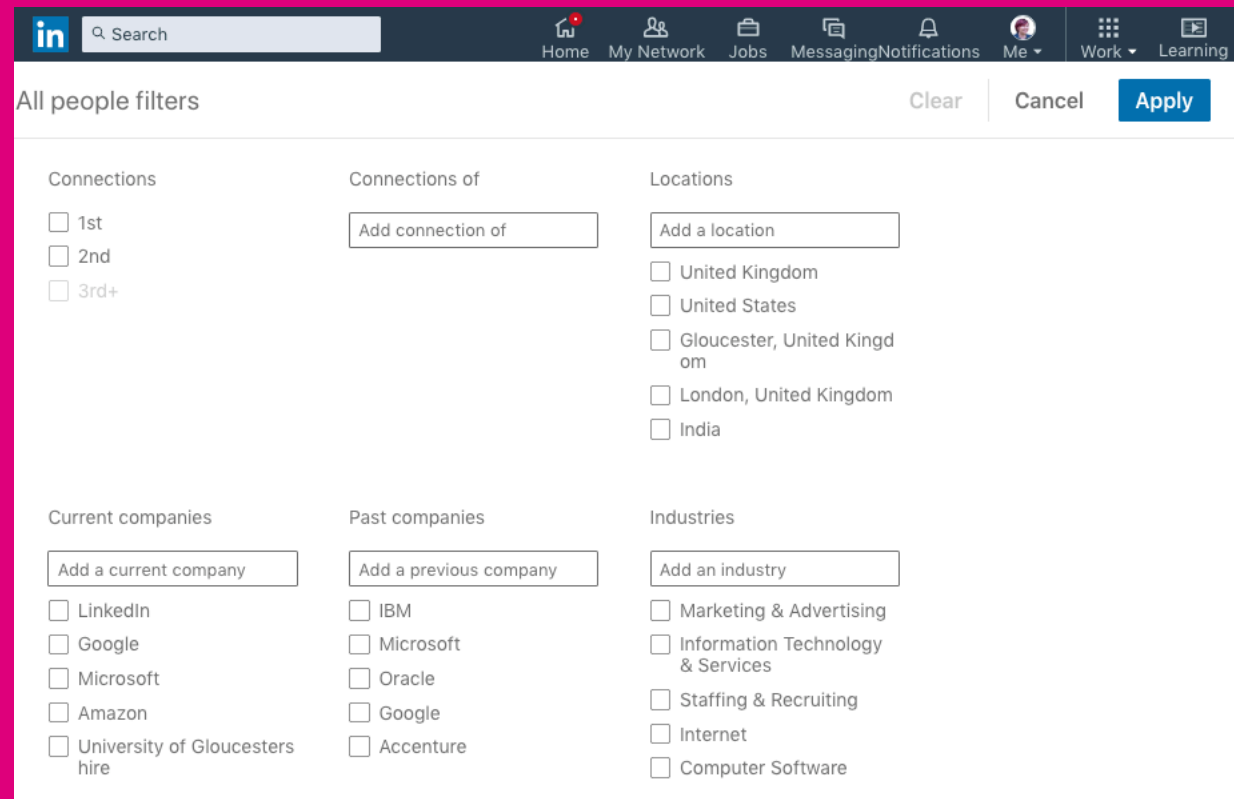
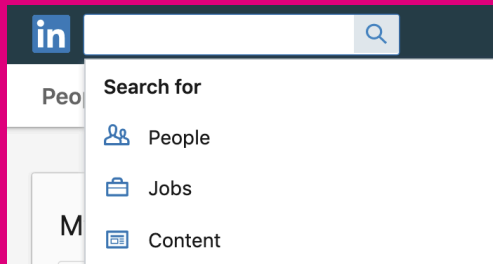


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3. Social prospecting

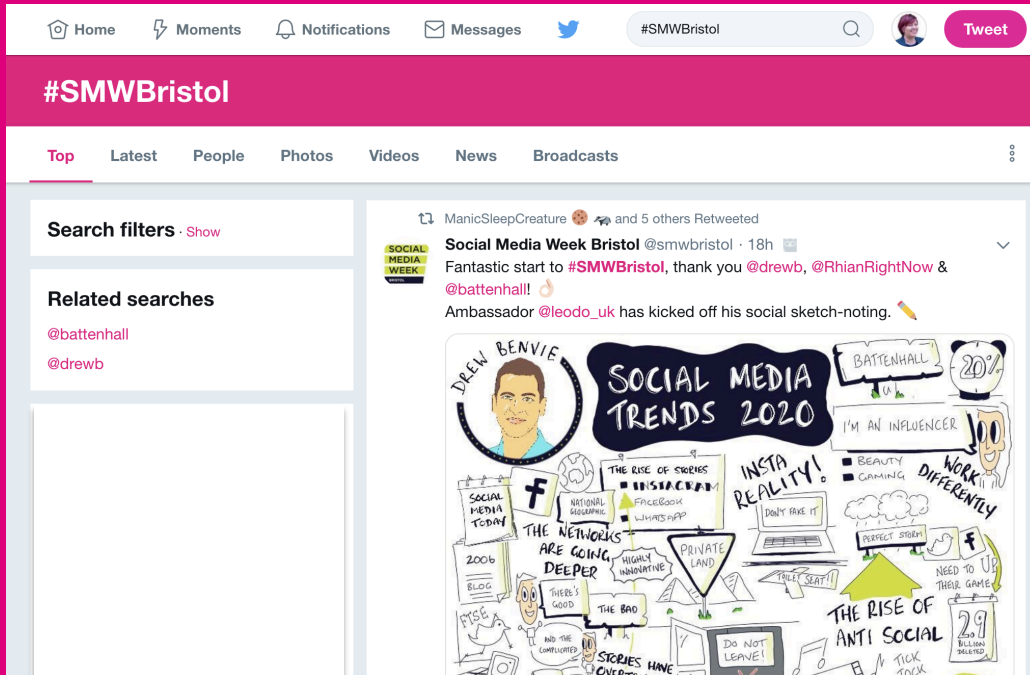
Social prospecting: LinkedIn

- 'Click' into the search box
- Save searches (must be text in the search box)



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Social prospecting: Twitter



Advanced search

Words

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in

All languages

People

From these accounts

To these accounts

Mentioning these accounts

Places

Near this place

Add location

Dates

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Examples: [dads](#), [geniuses?](#), [PPC](#), [singers](#), [vampires?](#), [online marketing](#), [presidents](#), [strategy](#)

All Twitter users, ranked by number of followers

Showing 1 - 50 of 50,000 results (order by [relevance](#))

No filters

tweets • following • **followers** • account age • Social Authority

follow	 KATY PERRY @katyperry Love. Light.	9,964	215 107,482,682	10.30 years	92
follow	 Barack Obama @BarackObama Washington, DC Dad, husband, President, citizen.	15,636	613,844 106,519,619	12.27 years	96
follow	 Justin Bieber @justinbieber Let's make the world better.	30,526	298,376 105,739,756	10.20 years	95
follow	 Rihanna @rihanna @fentyofficial	10,308	1,083 91,407,660	9.69 years	93
follow	 Taylor Swift @taylorswift13	183	0 83,441,843	10.51 years	93

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Social prospecting: Groups



4. Employee advocacy

Employee advocacy

- The promotion of your company by the people who work for it
- As a marketing tactic it is a strategic, sustainable programme to encourage employees to share brand values and messages in an organic way
- Huge opportunity to expand reach and engagement with customers, prospects and stakeholders

Employee advocacy

- People are 3x more likely to trust company information shared by an employee (Source: Edelman Trust Barometer)
- Trust grows from authenticity

WIIFM (company)

- Brand awareness
- Content engagement
- Organic reach (vs paid)
- Thought leadership positioning
- Recruitment
- Staff satisfaction
- Social selling / greater conversion
- Earned media value

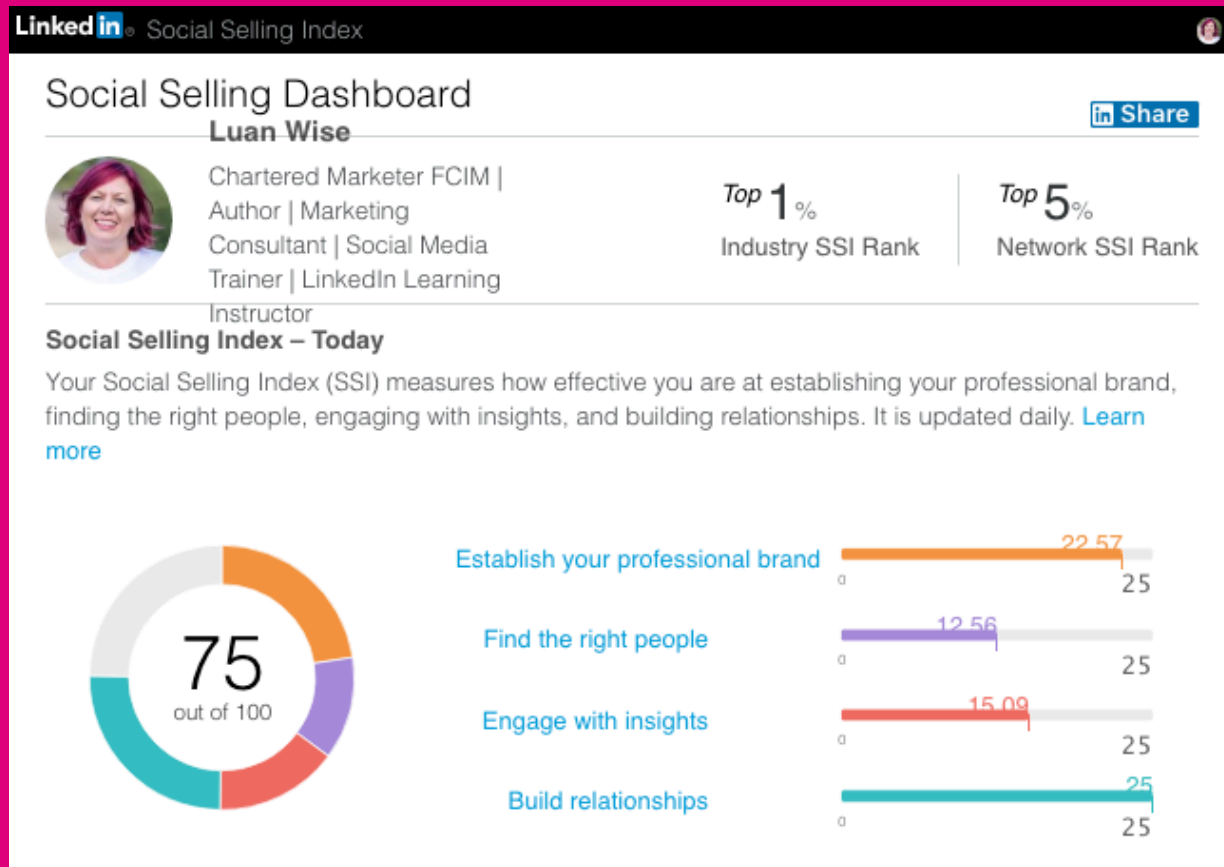
WIIFM (employees)

- Building professional reputation
- Grow networks
- Empowered to make an impact
- More engaged with the company

LinkedIn and Employee Advocacy

- #1 B2B social media platform
- Employees have 10x more 1st-degree connections than their company has followers (Source: LinkedIn)
- Complete personal profiles
- Use Company page as a 'content hub' for sharing
- Provide status update and content ideas
- Create templates

Social Selling Index (SSI)



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<https://www.linkedin.com/sales/ssi>

Next steps

- Focus on building relationships with your target audience
- Be ready to do business (optimize your profiles)
- Search (use tools for alerts)
- Hang out in groups
- Listen
- Be helpful
- Tell stories (build trust)
- Show up consistently
- Move conversations off social media

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