

Why social selling?

1 Changes in the B2B purchasing process

Today's B2B customer makes **purchases differently** than they did a few years ago. **A large part of their shopping journey is online.**

Additionally, sales departments face a **crisis** in regards to customer **trust**. Many years of sellers using pressuring tactics means that today, customers prefer to educate **themselves** via the **Internet**.

68%

of B2B customers prefer to do their own **online research**

FORRESTER, 2017

27%



online research

60%

of B2B customers **do not want** to contact the seller

FORRESTER, 2017

5%



meeting with supplier

GARTNER, 2019

78%

of customers are looking for **trusted advisors** and not sellers

SALESFORCE, 2018

for 65%

of B2B customers, **content** is used to support their **purchasing decisions**

DEMAND GEN REPORT, 2018

6-10

from 6 to 10 people **have influence** on purchasing decisions in B2B

DEMAND GEN REPORT, 2020

80%

of contact between suppliers and customers will **transition online by 2025**

GARTNER, 2020

Customers using digital channels in the purchasing process was magnified by **Covid-19**.

60%

of all B2B tech buyers were millennials in 2021

TRUSTRADIUS, 2022

54%

millennials prefer Rep-free purchasing experience

GARTNER, 2021

80%

millennials never buy anything without first reading a review

INDEPENDENT, 2018

2 Challenges in B2B sales

there is a lack of/limited trust in sellers

the lack of trust in sellers makes it **difficult** to **acquire** customers

ready to purchase

According to research by The Ultimate Sales Machine, **only 3%** of contacted customers are ready to purchase

sellers are taking part in the customer process later and later

sellers included in the later stages of the purchasing process **do not have the possibility to build value** at that stage of the process, this causes them to have to fight the price and lower the margin

building relationships with the entire purchasing group

building relationships with everyone who impacts the decision is **difficult**, often the purchasing group has a representative and **they are the person contacting suppliers**

cold calling is becoming less and less effective

The average effectiveness for arranging meetings with customers is **2%** today. This number is decreasing from year to year.

limited customer influence due to Covid-19

limited in-person meetings result in an even greater **loss** of customer **influence**



3 How can social selling help sellers?

building trust on LinkedIn

LinkedIn gives sellers the **possibility to build their advisor and expert brand** through their profile and profile activities, such as: published content or participating in discussions

possibility to build relationships with a group of customers that are not ready yet

Sellers can invite customers who are not yet ready to talk to their LinkedIn network of contacts and **use this advantage until the customer is ready to buy**

sellers can take part in the purchasing process earlier

Thanks to the fact that sellers have potential customers in their networks of contacts, they **can join the purchasing process earlier** or even before it begins

building relationships with the entire purchasing group

Sellers on LinkedIn can connect with anyone on LinkedIn who has influence over decisions. **Sellers can have an impact on them and build relationships with them.**

LinkedIn can enhance the effectiveness of traditional methods

LinkedIn **supports other channels**. For example, breaking the ice before a telephone call or providing support for e-mail messaging

a new channel to influence the customer

in the era of limited possibilities to help influence the customer, **LinkedIn is a new channel for exerting a positive impact**

Why social selling?

4 LinkedIn potential

LinkedIn, which is a social networking website, plays the largest role in social selling activities.

For many years, LinkedIn was used as a recruiting platform. But when Microsoft took over LinkedIn in 2016, it transformed into a space for building a business.



930+ MILLION USERS WORLDWIDE

LinkedIn is a first choice platform to share business-related content, DSeinandGen raport, 2020

72% of full-time employees have a LinkedIn Profile, LINKEDIN 2022

16.4% of adults worldwide have a LinkedIn profile, April 2023

5 Using social selling

The use of social selling is a **standard element of many sales strategies** around the world



28%

of B2B companies have stated that they are **preparing to** include social selling in their official strategies



49%

of B2B companies have stated that they are formally **using** developed social selling programs



Social selling activities are a **range of trainings** from international training companies, including **Sandler Training or Customer Centric Selling**, as well as CRM systems.

For example, Microsoft Dynamics or Salesforce are **integrated with LinkedIn** so that it becomes one of the standard customer contact next to a phone call or e-mail.

6 Summary

- 01 Customers have unlimited access to the Internet. They can choose where they search for information, and in most cases, they prefer to do it online!
- 02 Content has become a tool for decision-making.
- 03 Seller's role in the B2B purchasing process is shrinking.
- 04 The customers buying journey is hard.
- 05 Millennials are making decisions.
- 06 Covid-19 pandemic changed customer's behavior forever.