

What is social selling?

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SOCIAL SELLING

is the use of a personal profile on LinkedIn that is mainly used by the **sales department** and internal experts for **building relationships with customers**

Social selling is not a replacement for the entire B2B sales process, it:

- **replaces/supports** the first stages of the process, which is meant to lead to the next step in the sales process anyway
- **enriches** the seller's sales process **at every stage**



building an advisor brand

publishing **valuable** content for customers, supporting them in purchasing decisions



building a network of contacts

expanding the network with people from the **target group**. Inviting everyone who has **influence over purchasing decisions** and is present on LinkedIn.

building relationships

engaging in customers' published content, congratulating work anniversaries, promotions, and contacting via **private messages**

integrating LinkedIn into the sales process

planning the **next** steps in the process, LinkedIn **as well as** e-mail or telephone

Differences between a standard sales process and a modern one that includes LinkedIn:

1. **Increasing** reach channels and sources so sellers can acquire contacts during the sales process.
2. Including the **"nurturing"** stage of customers until they are ready for talks (publishing on LinkedIn, sending content).
3. Including the **seller's branding element** at every stage of the process.

2 Myths surrounding social selling

- ✓ Social selling does not **replace** the entire B2B sales process, **LinkedIn is rather a part of the process**
- ✓ Publishing content from a company profile is Social Media Marketing, social selling is based on **publishing from a personal profile**
- ✓ The mass sending of private messages without publishing content is social spamming, **social selling involves building an expert image**
- ✓ Social selling is publishing content that is **valuable for the customer**, the goal is to **support the customer** on their purchasing journey
- ✓ Social selling **complements and supports all other activities** related to making the seller's work easier

- selling on LinkedIn ✗
- social selling is publishing **from a company profile** ✗
- social selling is mass **private messaging** ✗
- social selling is **self-promotion and selfies** ✗
- social selling **replaces** other methods ✗

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3 Modern B2B sales proficiencies

advisor approach

A seller does **not sell** products but rather advises the customer on the best solution. This is based on their expert knowledge and analysis of the broader context of the customer's business. The seller is able to question the customer's status quo by building **partnership relations**.

empathy

The seller understands that **there are people** behind every purchasing process. The seller can show empathy and understanding that certain seller tactics can be **irritating** for the customer. The seller knows how to **counteract** the customer's frustration.

using content creation

The seller strives to use **content in the sales process** and look for interesting **content on the web**, distributing company content and creating content such as **articles, posts**, and participating in discussions on LinkedIn.



customer-centric approach

The seller is able to **customize** his sales process to the **customer's purchasing process**. He understands the customer's **challenges** pertaining to his specialization and presents his offer in the context of solving the **customer's problems**.

digital skills

The seller strives to use **digital** channels for customer contact, such as **reading signals** on the web, social media and adjusting communication. It is also the **habit** of working with LinkedIn.

working with marketing

The seller strives to **cooperate** with the marketing department. Being **open** to marketing ideas and **participating** in content creation. Providing the marketing department with **customer information**.

4 Preparing for social selling

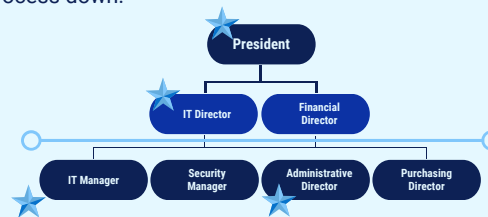
What are the parameters for the company's ideal customer?

The first step is to define the **ideal customer profile**. That is, establishing parameters of the customers who are the **best fit** for the company. It is equally important to define customers who **pose a threat** to the effectiveness of the sales process, e.g. projects where the sales conversion is low and the handling of the sales process is time-consuming and costly.



Which roles in the organization influence decisions?

The next step is to **define the customer's purchasing committee**, e.g. focusing on the people that we should start prospecting activities with and considering the **role they play in the decision-making process**. We should also take the people who conduct sales activities into account. It is important to determine whether a given person could **initiate the purchasing process** or whether that person will slow the process down.



What types of problems, challenges, and goals do these people have?

It is **not** important what we sell, but how customers can achieve their goals and how they can **solve their problem or challenge**. That is why the next step is to define what our **customers find important**, so for entire organizations but also for **individuals in companies**. And the answer to this question can be found in the next step: how can we **solve the defined problems** with our service or product?



After developing the answers to the above questions, we are able to provide

- ✓ descriptions for LinkedIn profiles
- ✓ message content on LinkedIn
- ✓ content of a **phone call** or e-mail
- ✓ objectives for **published content**

It is best to prepare the answers to these questions with **both** the marketing and sales department.

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5 Types of accounts on LinkedIn

	 free account	 Business Premium paid account	 Sales Navigator paid account
search filters	basic search	basic search	advanced search
search limits	limited search	unlimited	unlimited
profile visits	the last 5 people who have viewed the profile	everyone from the last 90 days	everyone from the last 90 days
engaging in customer publications	difficult	difficult	easily accessible
private messages to people outside of the 1st contact circle - InMail	no possibility	15 messages /month	50 messages /month
profile information	available	available	available
advanced important information	unavailable	unavailable	advanced filters
	\$ 0	\$ 59,99 monthly	\$ 99.99 monthly

 **SALES NAVIGATOR**
 an additional LinkedIn tool with helpful sales features, incl. searching for and building relationships with customers



- ✓ you are just starting to use LinkedIn
- ✓ you do not have contact with the customer
- ✓ your only goal is to publish content



- ✓ you already know LinkedIn
- ✓ you want to utilize the maximum possibilities
- ✓ you have contact with the customer



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



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The LinkedIn indicator shows the advancement level of activities on LinkedIn

number of points



position in the industry

position in the network of contacts

personal brand

Filling out every section of the LinkedIn profile
 connecting multimedia to the profile + obtaining references
 publishing content on the profile

engagement
 commenting and reacting to publications
 contacting via private messages
 joining groups on LinkedIn



the right people

actively inviting people to the network, especially those in senior positions
 using search filters
 sending an invitation as a result of visiting the profile

building relationships

contacting people in high positions via private messages
 contacting with colleagues
 congratulating on a job change or promotion



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maps the current state and changes depending on the LinkedIn activities



a good indicator is a min. 70 points.

Paid Sales Navigator accounts have additional access to points for using the tool