

SOCIAL SELLING:

**Stop Spamming Your Audience and
Start Driving Conversations**



We are now witnessing a mass **MIGRATION**



Mass **MIGRATION**



Examples of **DUMB** sales activities:



Jonathan [redacted]

Executive Director - [redacted] - Ozone Therapy for Animals and Veterinary
Medicine

Westley Baer and 9 others

5 days ago

Ignore


Accept

Hi Graham, I came across your profile and see that you are interested in **veterinary care.**
Would love to connect with you here on LinkedIn... [See less](#)

[Reply to Jonathan](#)

Examples of DUMB sales activities:



 **Basil** [redacted]
IT Project Coordinator, IT Healthcare professional
🔗 Gary Bevan and 3 others
3 weeks ago

Ignore

Hi Graham, ...

You have great experience in the **healthcare industry**. Would be nice to have you in my network.

What I can bring to the table:

- Healthcare IT Resources
- Medtech Project Development
- IT-Consulting



If it's what you see in your business pipeline let's connect.

Thanks,
Basil [See less](#)

[Reply to](#) [redacted]

Examples of **DUMB** sales activities:



 **Maksym** [redacted]
Web&Mobile Products for StartUps and Established Companies, Innovator of the Year by Payoneer, [redacted]
 Brad Lyon and 1 other

3 weeks ago

Ignore [Accept](#)

Hello Graham, ...

I'm extending my network in US.



I like to advise Startups and SMB on the Web and Mobile development in Ukraine. I also like to share the experience of building remote teams.

Kind regards,
Maksym. [See less](#)

[Reply to Maksym](#)

Examples of **DUMB** sales activities:



 **Tony** [redacted]
Managing Director, [redacted] | Business Insurance |
Risk Management | Claims Management
 Simon Smith and 24 others

5 days ago

Ignore

Hi Graham, ...

I was hoping to connect with you here on LinkedIn as we have some excellent insurance options available for your industry that we know is going through some stress and pricing increases. Happy to chat if it would be suitable to you.

Best Regards,

Tony [See less](#)

[Reply to Tony](#)

Examples of **DUMB** sales activities:



Lloyd [redacted] Lead Acquisition Expert

I Generate Large Volumes of High Quality Leads Optimized using Advanced Funnels and A.I.
 Vanessa Simpkins and 1 other

Ignore

Accept

Hi Graham, Would you be open to connecting? I would love to have you as a part of my network and I am confident we can benefit from one another! Just like a great team, I like to have a great network. Talk soon. [Insert Your Name] See less

Reply to Lloyd [redacted]

Examples of **DUMB** sales activities:



Eric [redacted]

I help companies fill their calendar with qualified sales meetings leveraging **outbound lead generation.**

🗨️ Scott Britton and 3 others

4 hours ago

Ignore

Accept

Hey, Graham! We have **4 shared connections** & I am always looking to grow my professional network. **Our firm specializes in** helping high-ticket B2B companies grow by taking over their prospecting/lead generation efforts. Would be honored to have you accept my invitation! **See less**

...

[Reply to Eric](#)

Examples of **DUMB** sales activities:



Maria [redacted]
Chief Solution Officer at [redacted]

TODAY

Maria Wilder • 1:01 AM
Hello Graham, I would like to connect with you to discuss how [redacted] wants to be your trusted technology partner. I am the Chief Solution Officer at [redacted], my team and I help our clients reach their business technology goals everyday. Can we schedule a call this week?

Anil [redacted]
Director Of Business Development at [redacted] Technologies

Hi Graham,

Good Day!!!

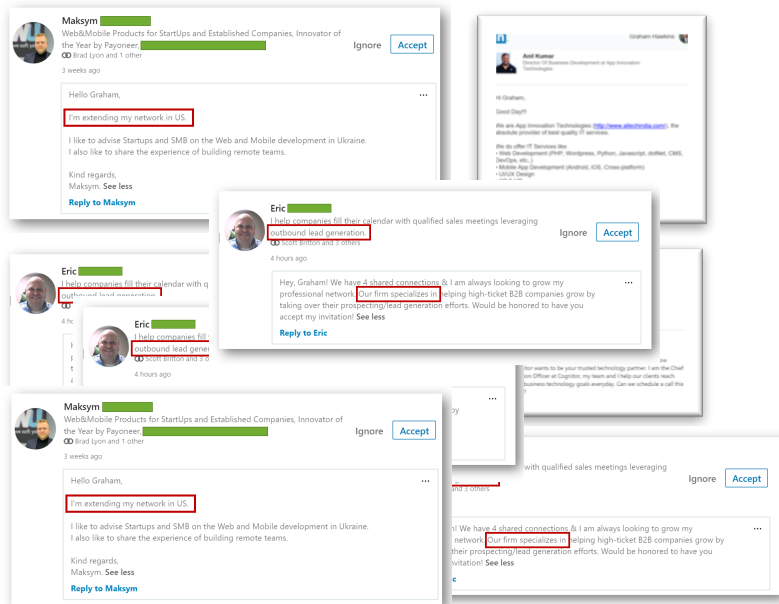
We are App Innovation Technologies ([http://www.\[redacted\].com/](http://www.[redacted].com/)), the absolute provider of best quality IT services.

We do offer IT Services like

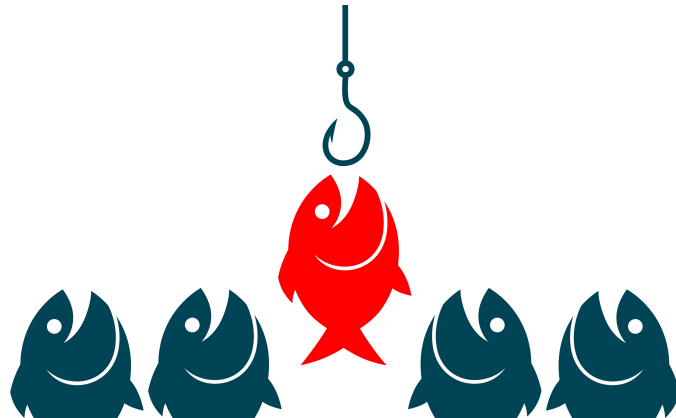
- Web Development (PHP, Wordpress, Python, Javascript, dotNet, CMS, DevOps, etc.,)
- Mobile App Development (Android, iOS, Cross-platform)
- UI/UX Design
- AR & VR
- SEO & SMO (Digital Marketing)

If you are looking for any IT...
[see more](#)

Wasted effort that DESTROYS your brand



Increased **PERSONALISATION**
equals decreased rejection.





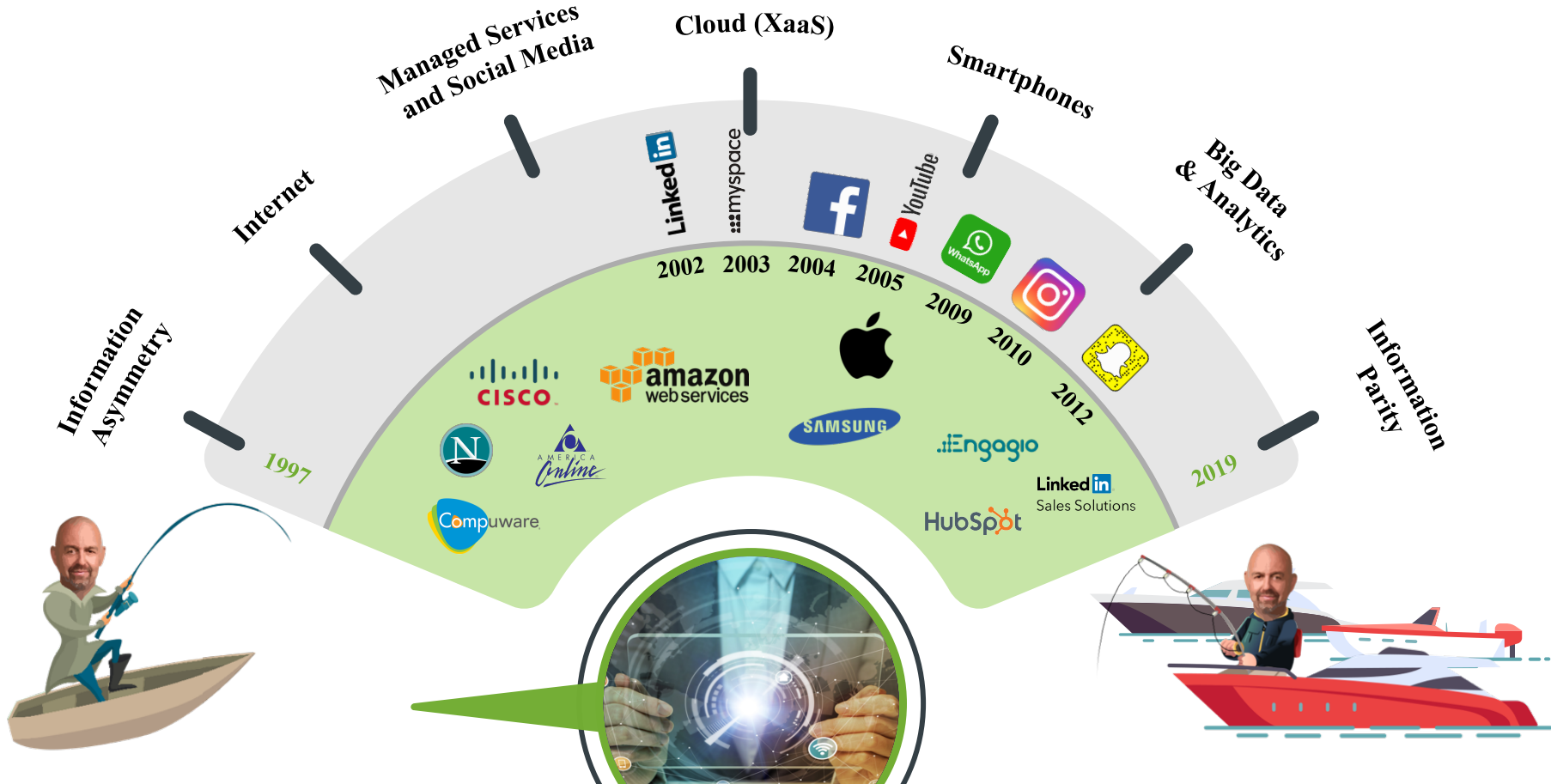
Why are we asking
our sales teams to
sell the way that we
DON'T like to buy?



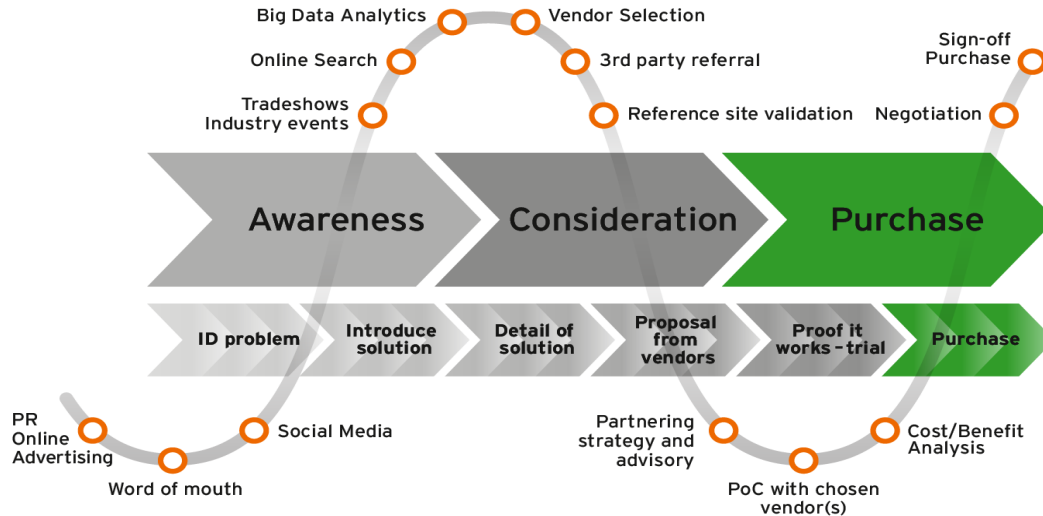
Have things really **CHANGED?**



Two decades of CHANGE



The BUYER Journey



“

People shop & learn in a whole new way compared to just a few years ago. Marketers & sales people need to rapidly adapt.

Brian Halligan – CEO HubSpot

The **NEW** buyer journey



“

74% of buyers choose the sales rep who was the first to add value and insight .

Corporate Visions

Buyer EXPECTATIONS in 2019



More Buyers Involved

Buyer: 6.8
Seller: 4.4



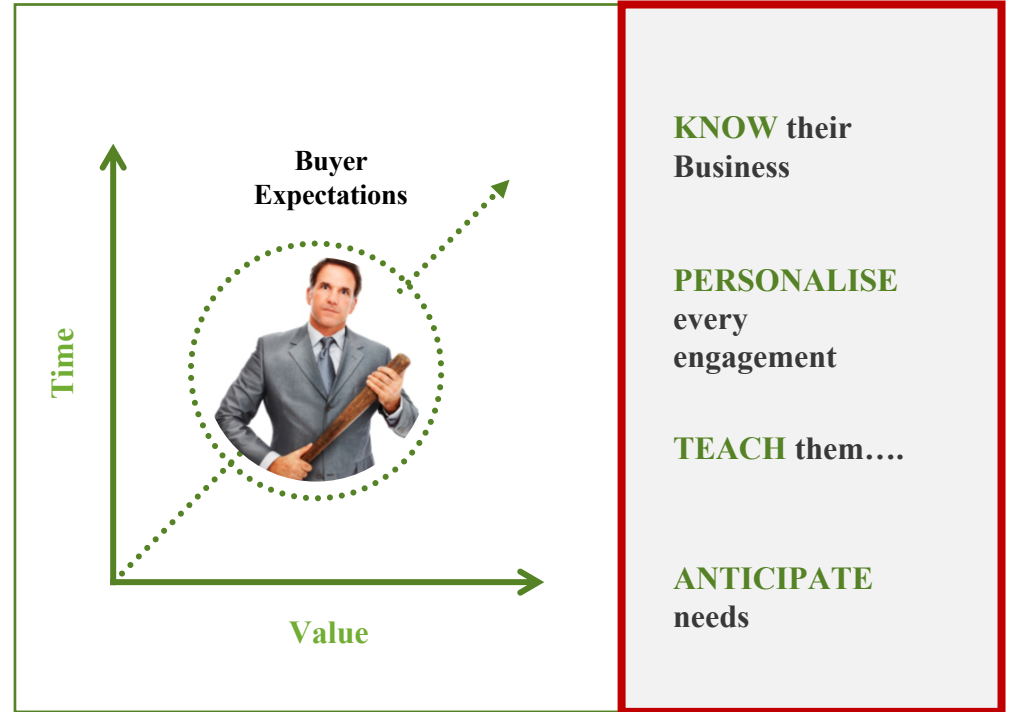
More Formalized Process

Significantly formalized.
Sales cycle time increasing.

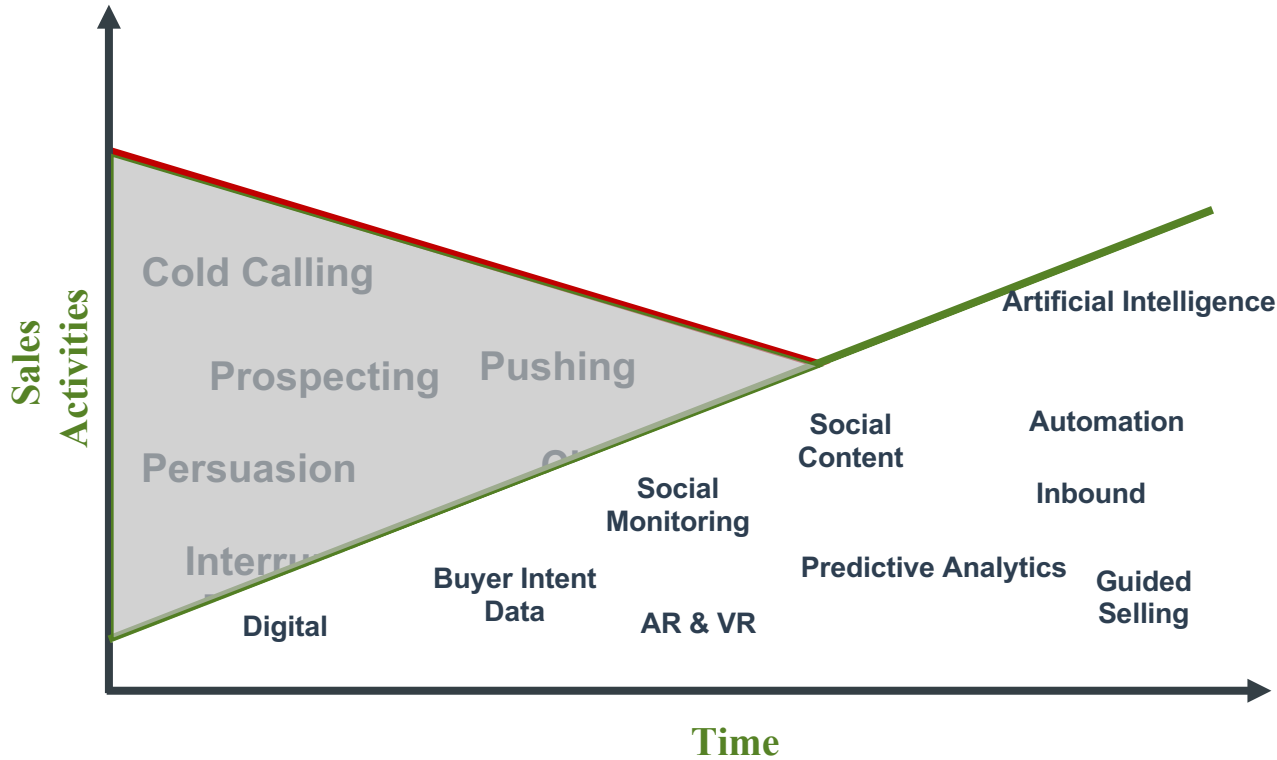


More Risk Averse

Data-driven processes.
Buyers need 'proof'.



The BIG Shift



Traditional **PROSPECTING** no longer works



“*Prospecting*” - sifting through **DIRT** to find the valuable nuggets.

The **INSANITY** of traditional prospecting



3%

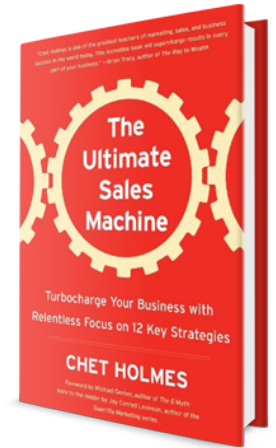


HubSpot HubSpot HubSpot HubSpot HubSpot

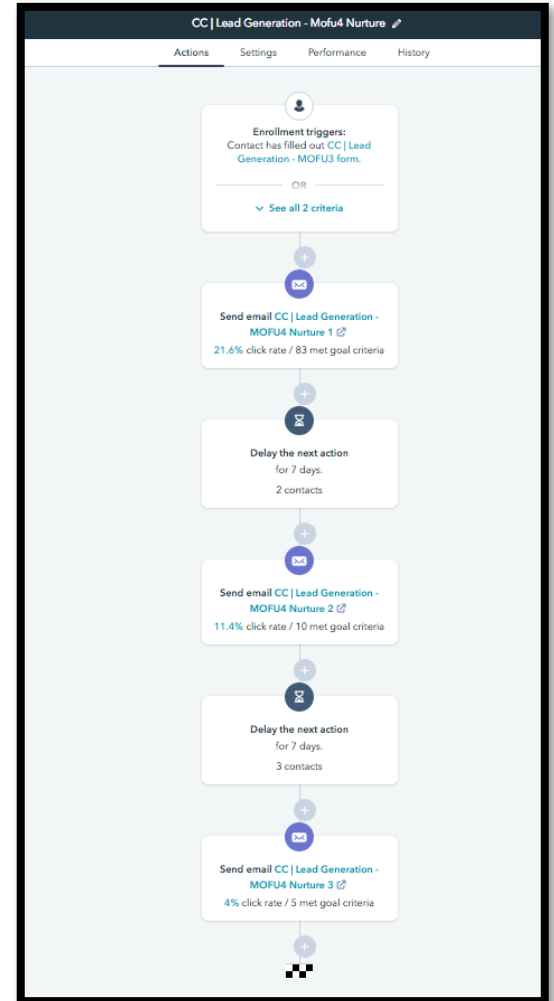
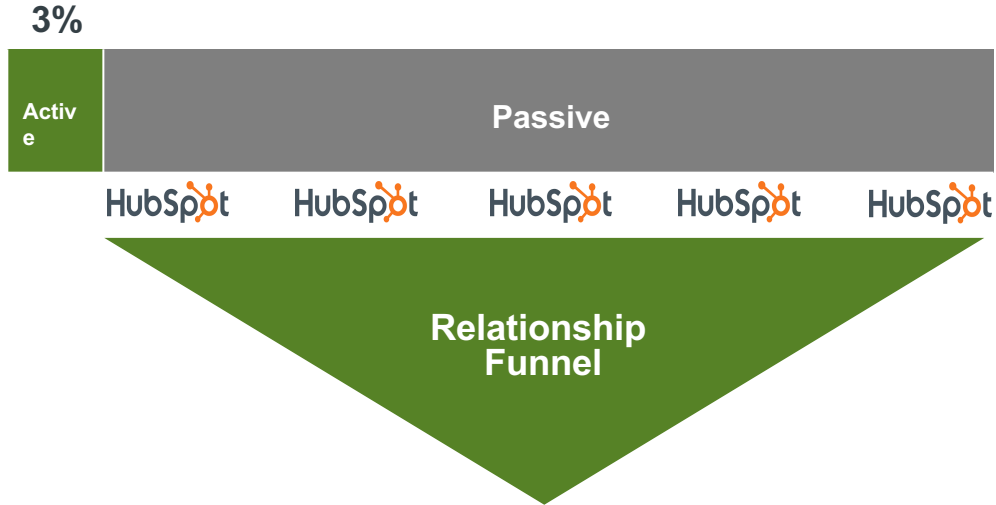


Relationship Funnel

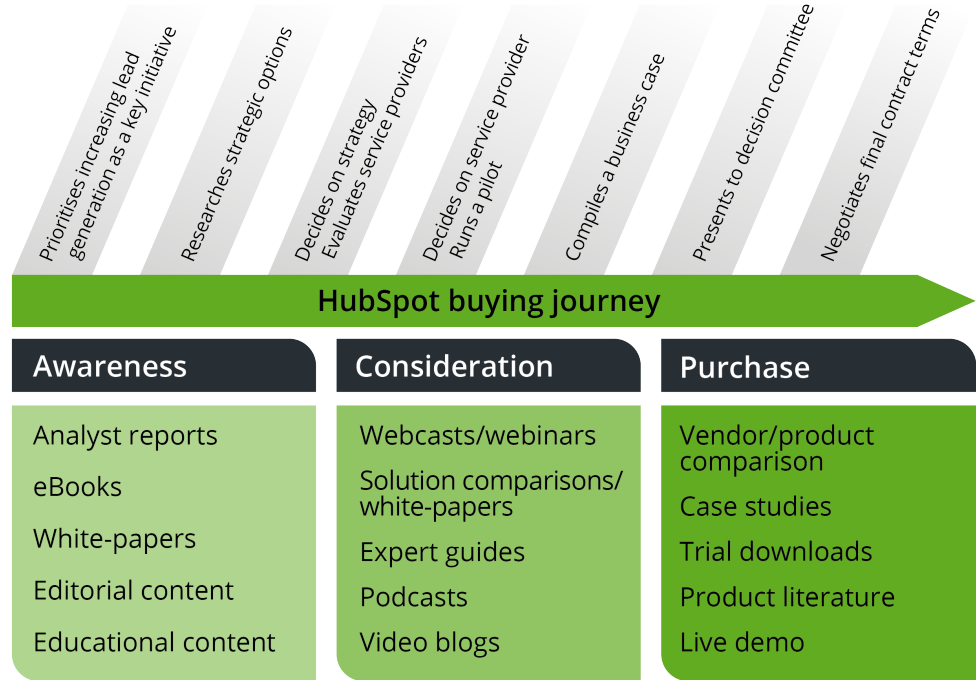
Nurture & Grow



Lead Nurturing WORKFLOWS



An example of BEST PRACTICE:



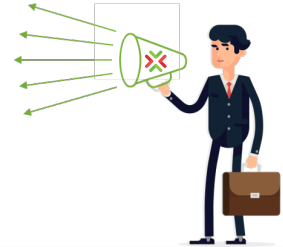
How to engage the **RIGHT** way




Proactive Social Engagement – The COURTSHIP



- Get **ATTENTION** – become visible.
- Engage your target the right way – without **ASKING** for anything.
- Seek **PERMISSION** to move the conversation forward.
- Allow your target to see that you are a potential **RESOURCE** – a *thought leader*.



courtship


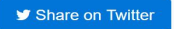

/ˈkɔːtʃɪp/ 

noun

a period during which a couple develop a romantic relationship before getting married.
"he married his wife after a whirlwind courtship"
synonyms: romance, affair, love affair, going out, going steady, dating, engagement, keeping

The **COURTSHIP** process:



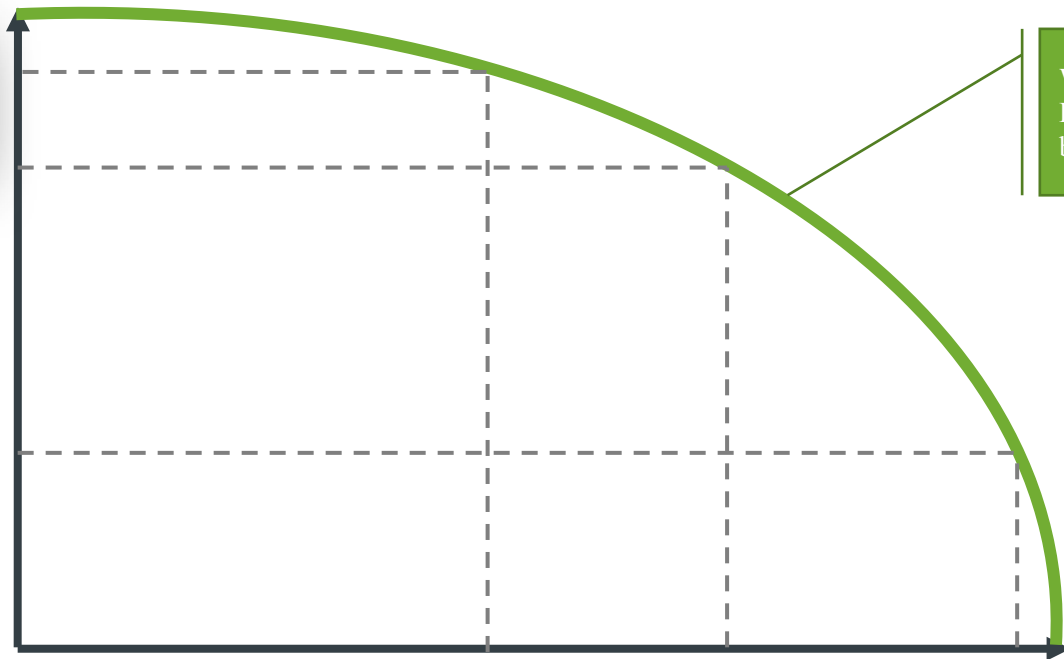
Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8
Follow	Digital Footprint	Like and Comment	Share	Personalised Invitation	Thanks for Connecting	STATOY	Should we be talking?
<p>Click the “Follow” button on your target buyers profile.</p> <p>Allow target to see that you have followed them.</p> 	<p>Build a digital footprint of your target buyer.</p> <p>Identify and make note of ‘common ground’, hooks or referrals.</p> 	<p>If your target has posted or <i>commented</i> on something then SUBTLY like one or two without overdoing it.</p> 	<p>If target has posted an article, video, blog, then share it (<i>only if it makes sense with your audience</i>) and comment – positively.</p>  	<p>Leveraging ‘common ground’ now send personalised invitation to connect.</p> <p>No CTA.</p> 	<p>Personalised “thanks for connecting – let me know if I can ever be of some service”.</p> <p>No CTA.</p> 	<p>Saw this and thought of you. Share a post/article that you know will be relevant and highlight why you thinks so.</p> <p>Demonstrating industry knowledge & expertise.</p> 	<p>Direct approach with value proposition for meeting.</p> <p>Ask for meeting explaining how you solve problems in their context.</p> 



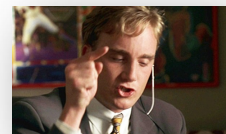
PERSONALISATION at scale:



Jerry (*One-Size-fits-One*)



Where is the optimal place on the PERSONALISATION curve for your business?



Bob Sugar (*One-Size-fits-All*)

Stop SPAMMING – start driving conversions!



Personalisation leads to **INBOUND**



3%



HubSpot HubSpot HubSpot HubSpot HubSpot



INBOUND



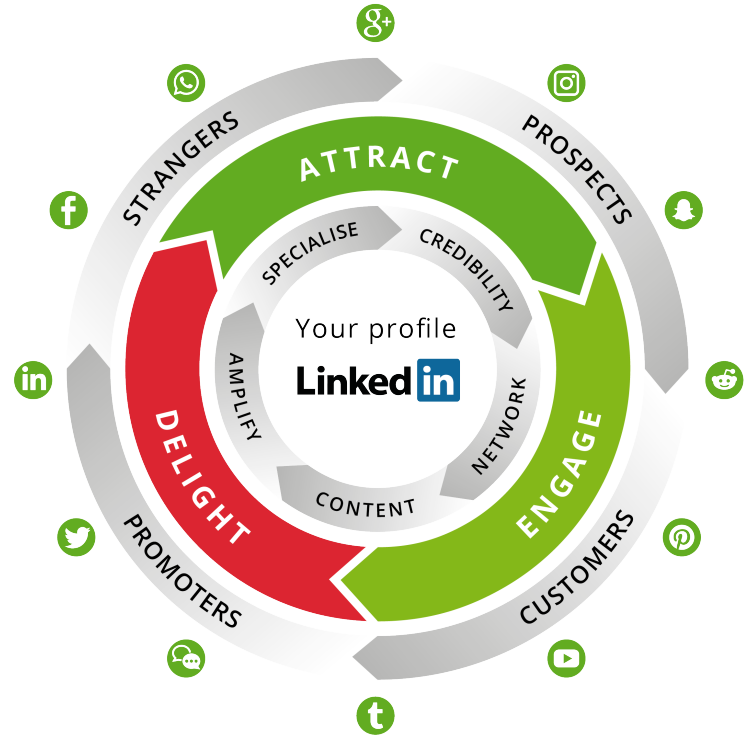
There is no **INBOUND** without **PERSONALISATION**

Selling **SMARTER** in a world of smarter **BUYERS**

“

The best sales people are engaging customers where and how they learn – social media, social groups, web forums, online communities and blogs

*Matthew Dixon
(The Challenger Sale)*



Why SOCIAL selling?

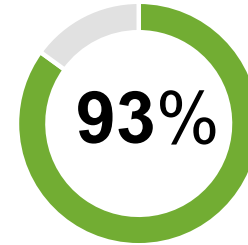


Traditional sales outreach is now totally ineffective.

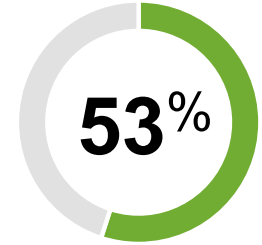
- > Success rate for cold calling is **1%**
- > Unsolicited email is **3%**.
- > Only **24%** of outbound sales emails are ever opened.
- > **92%** of buyers delete emails or voicemail messages from someone that they do not know.

Social Selling changes the game:

- > Savvy social sellers are hitting **30%**.
- > Success rate for Sales Navigator InMails is **15%**
- > **23% high revenue** from Social Selling (*Oxford Economics*)



Of sales people
receive NO
training on social
media.
HubSpot












Of sales people
want help with
their social
selling.
HubSpot



SalesTribe SOCIAL SELLING Programs



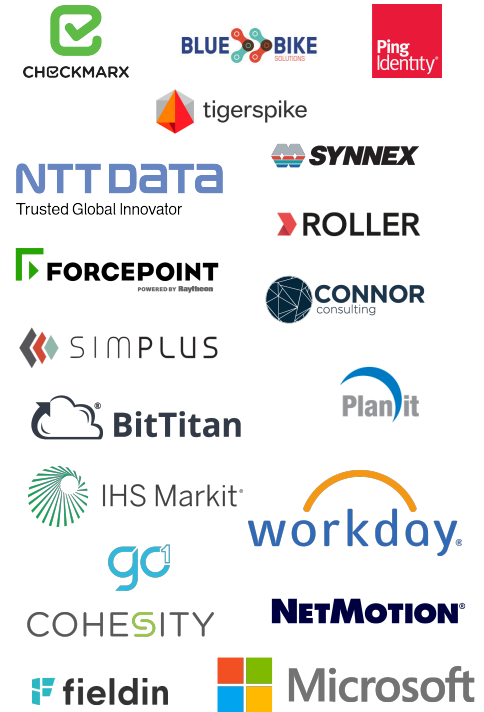
Kick-Off Workshop	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Introductory Workshop	Personal Branding	Building an Open Network	Engagement Strategy	Curating Content	Distributing Content	Social Story-Telling	Advocacy & Referrals	Bringing it all Together
<p>Modern Selling – understanding how to engage with today's educated buyers. Learn how to cut through the noise.</p> 	<p>Define, build and manage a credible 'Personal Brand' to create visibility and establish your share of social voice.</p> 	<p>Defining your target audience (ICP), and learn how to engage via social channels. Building your sphere of influence.</p> 	<p>Using social media to get buyer attention. Become a 'micro-influencer' within your industry. Becoming visible.</p> 	<p>Discover, organise, personalize and distribute buyer-focused content to drive engagement and create Inbound leads</p> 	<p>Using 'thought leadership' to build demand - engage, nurture and grow online relationships and create new leads.</p> 	<p>Scaling your share-of-social-voice via story telling and case study content that conveys authentic voice-of-customer.</p> 	<p>Leverage the power and scale of social and digital platforms to create more connections, referrals leads and sales.</p> 	<p>Combining social with traditional selling to turbo charge sales performance. Accelerate sales via Modern Selling.</p> 

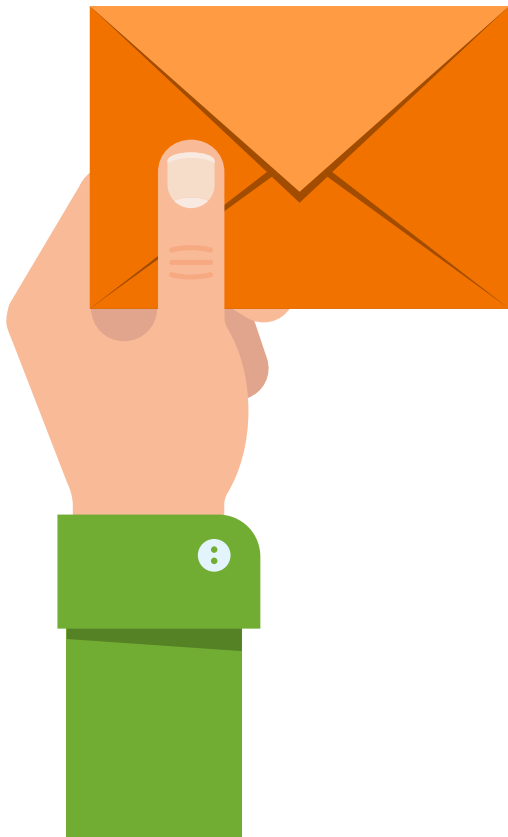


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