



# Getting Started with Social Selling on **LinkedIn**™

# INTRODUCTION

## Digital disruption has revolutionized the sales and marketing landscape.

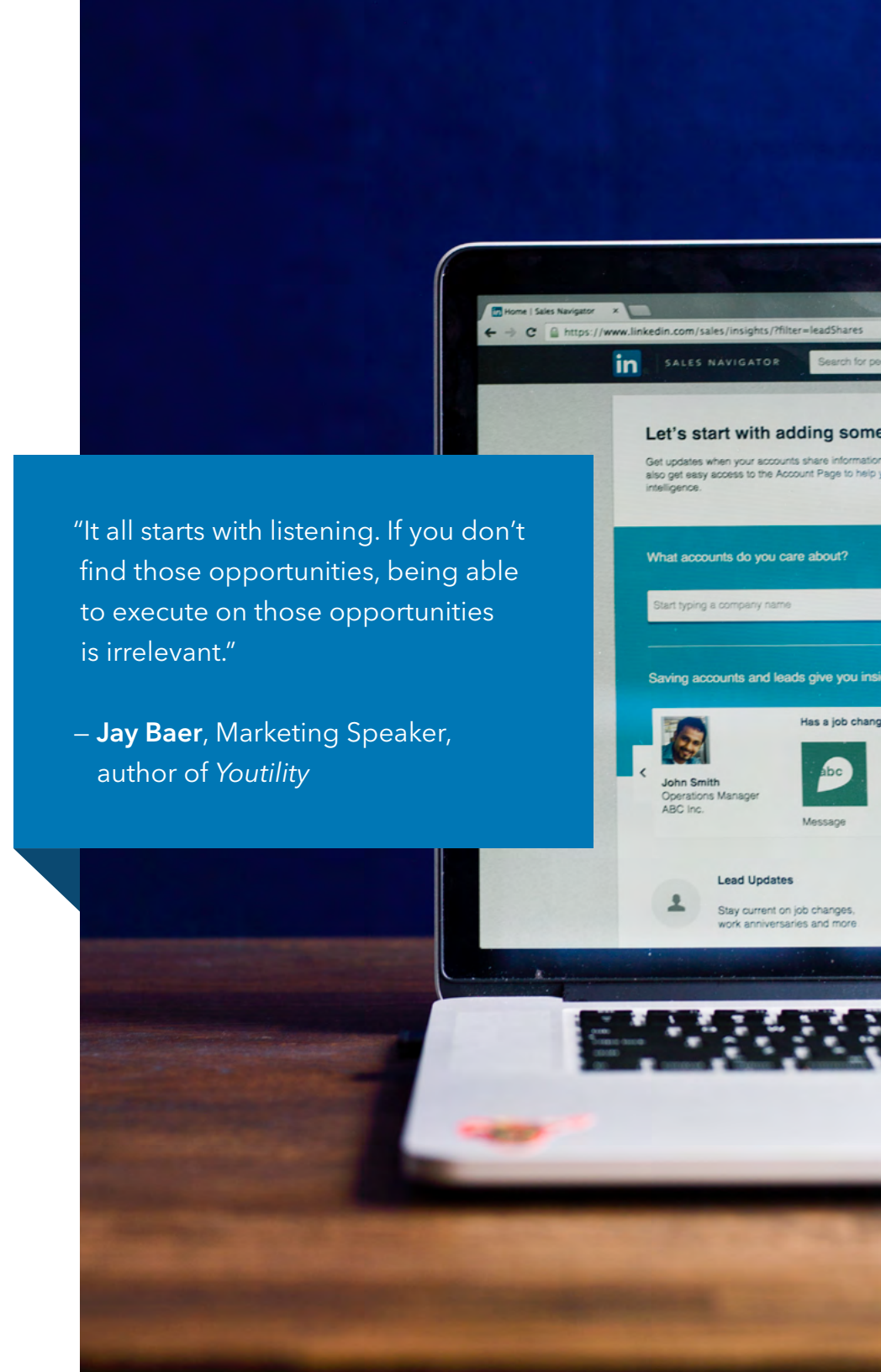
In the traditional model, marketing tells a targeted group what to want. Then sales tells them why they want it and takes the order.

This model is less effective now that buyers are more active in information gathering. They know **what** they want and **why**. When today's buyers have questions, they search for answers online instead of relying on information from a salesperson.

Sales and marketing must align themselves to a new shared set of goals to reach buyers.

"It all starts with listening. If you don't find those opportunities, being able to execute on those opportunities is irrelevant."

— **Jay Baer**, Marketing Speaker,  
author of *Youtility*





# Chapter 1: Why Social Selling?





Buyers use social media to research purchases and evaluate brands.

72%

72% of buyers use social media to research before making a purchase. They're looking up product and brand information. They're checking references. They're asking the opinion of their connections and your customers.

Source: DemandGen 2013 B2B Buyer Behavior Survey

81%

Your social media presence is your introduction to these buyers. In fact, 81% are more likely to engage with a strong, professional brand. The social selling model ensures that your company's brand will encourage buyers to seek you out.

Source: LinkedIn Global Survey of 1,500 B2B Decision Makers and Influencers, May 2014



# CHAPTER 1:

## WHY SOCIAL SELLING?

Multiple decision makers are becoming more prevalent.

The single-threaded approach—a salesperson forming a relationship with one decision maker—is becoming less effective. Research shows the average B2B opportunity has **5.4 decision makers involved**. Helping buyers reach a decision requires multiple points of contact in the company. Instead of following through with only one prospect, sales professionals must go deeper into the buying team's structure, creating and building many relationships. Social selling enables you to leverage extended networks to find those multiple contact points.

Source: CEB Sales and Marketing Summit, 2014



# CHAPTER 1:

## WHY SOCIAL SELLING?

### Disruption can be a good thing.

There's no denying that it takes some work to restructure an entire business around social selling. It's just easier to keep doing what you've always done.

Fortunately, digital disruption means it's no longer an option to maintain the status quo. Traditional sales and marketing methods are becoming less and less effective. Businesses that embrace social selling are increasing organizational success. It's time to adapt and thrive.

Sales and marketing both can use social selling to influence the buyer at any point of their journey. Read on to learn the value of social selling, who owns it, and how to implement it to achieve optimal organizational alignment and social selling success.

"The key to digital transformation is re-envisioning and driving change in how the company operates. That's a management and people challenge, not just a technology one."

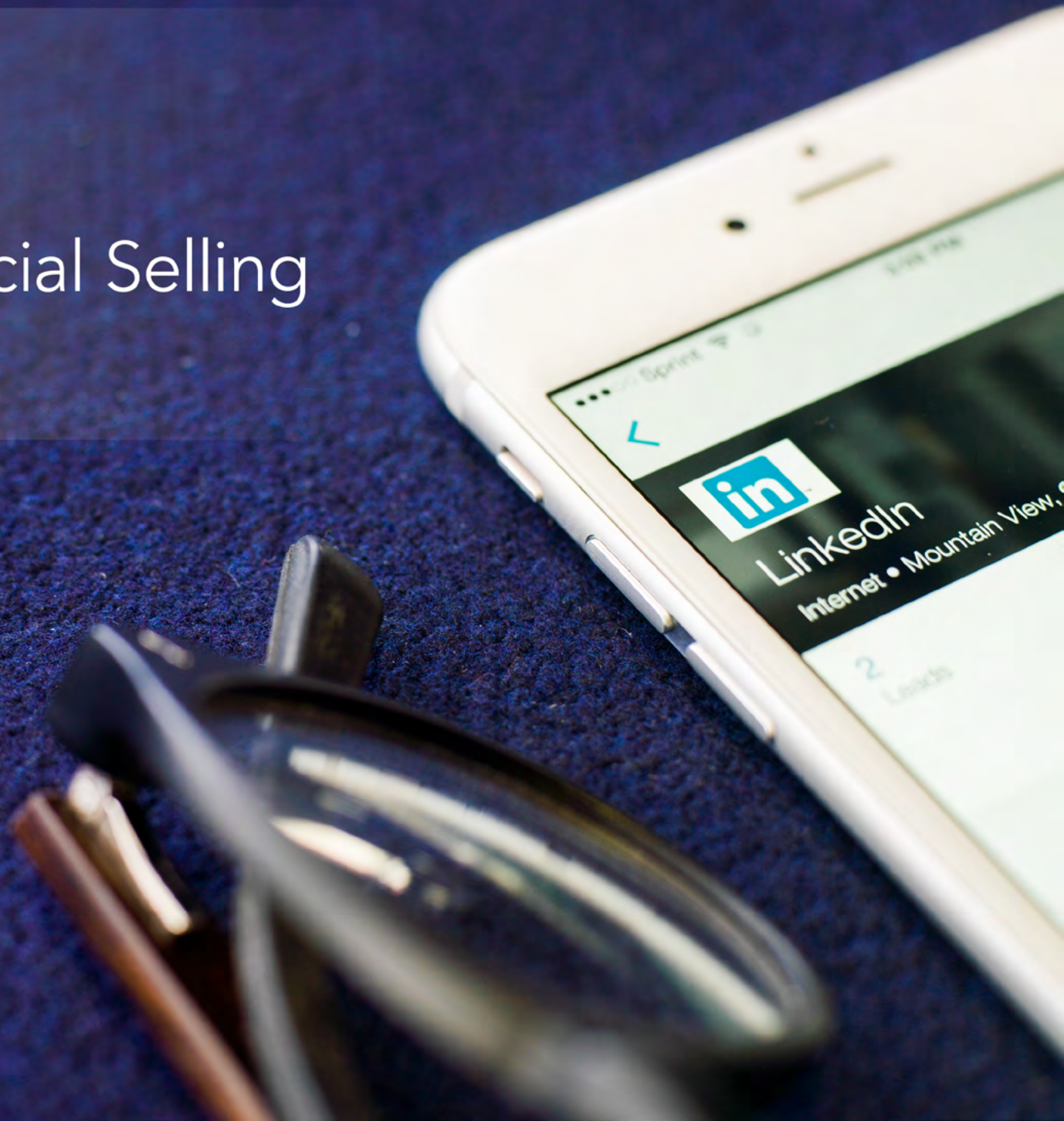
– Capgemini Consulting, Digital Transformation Report





## Chapter 2:

# The Value of Social Selling





# CHAPTER 2:

## THE VALUE OF SOCIAL SELLING

**Social selling is the new norm.  
But it's a tool, not a magic wand.**

Deciding to follow a social selling model is a good start. Making it really work involves fundamental changes in philosophy, definition, and structure.

The good news is that when social selling is implemented properly, it can become a driver of success. The following case studies show what can happen when a company truly embraces the transformative power of social selling.

### CASE STUDY PARTICIPANTS:

#### **PAYPAL**

Founded in 1998, PayPal continues to be at the forefront of the digital payments revolution. In 2014, customers exchanged \$64.3 billion dollars through PayPal's services.

#### **ADP**

For 60 years, ADP has led the way in defining the future of business outsourcing solutions. They're a global provider of cloud-based Human Capital Management.



# SALES LEADER CASE STUDY:



## PayPal's Challenges:

- Identify key decision-makers
- Manage multiple stakeholders across the prospect company
- Maintain momentum through a lengthy sales process

## Social Selling Solutions:

- Find connected decision makers through LinkedIn profiles and Advanced Search
- Use social networking and research to map the buying committee of prospective client organizations

## Results:

- Social networking has become one of the strongest lead sources for marketing
- More relevant points of contact keep momentum through the sales process
- 20-30 of the deals being worked on at any time influenced are sourced by LinkedIn's sales tool, Sales Navigator

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"Using the network effect that LinkedIn offers, PayPal has been able to book meetings where colleagues have already worked with prospects or even played hockey at the same club in the past, and that kind of background can provide us with a great icebreaker as well."

– **Dan Horlor**, Merchant Sales Manager, PayPal



# SALES LEADER CASE STUDY:



## ADP's Challenges:

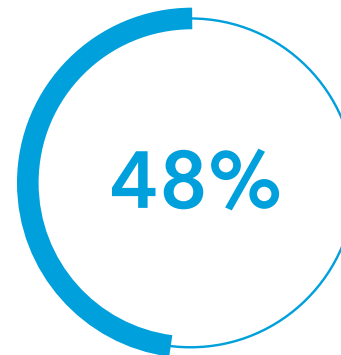
- Deliver better qualified leads to sales
- Improve salesperson productivity
- Generate net new sales revenue

## Social Selling Solutions:

- ADP aligned marketing and sales to adopt a common definition of a good lead
- ADP's marketing team targeted content to stakeholders at various levels
- Automated lead nurturing and scoring to engage leads more quickly
- Specialized sales professionals qualified the leads to ensure the sales team was handed only the most likely prospects

## Results:

- Leads worked by sales increased 21%
- Win rate of leads increased 103%
- Total amount of won deals increased 26%



Revenue increased 48%  
year-over-year



As the case studies show, social selling provides real advantages for every stakeholder.

### For the Buyer

87%

of customers had a favorable impression of a salesperson who was introduced to them through their network

70%

of customers want problems solved, not to be sold to

### For the Sales Professional

- Leveraging networks for introductions eliminates cold calls.
- Insights gained from social conversation help to personalize pitches.
- Prior sales drive 70% of future leads.

### For the Marketing Professional

65%

of buyers agree that a vendor's content has significant impact on buying decision

- Better lead generation and qualification for a more-equipped sales team
- More relevant content directed at specific stakeholders
- Your brand is viewed as a problem-solving resource, a magnet for customers



# Chapter 3: Who Owns Social Selling?



## CHAPTER 3:

# WHO OWNS SOCIAL SELLING?

Social selling isn't just for the sales team. For the model to work most effectively, it should be implemented holistically across sales and marketing.

When sales and marketing are clearly communicating with one another, both teams' efforts are amplified. Instead of struggling for control, they're finding synergies together. The following case studies show what can happen when sales and marketing understand what they own in the process and have aligned social selling goals.

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"All it takes is hearing one too many times 'Where are the good leads?' from sales and 'You don't follow up on everything' from marketing to know there's an opportunity for better alignment."

– **Greg Forrest**, Sr. Manager, Marketing Operations  
& Demand Center, Concur

### CASE STUDY PARTICIPANTS:

#### PITNEY BOWES:

Pitney Bowes is a global technology company with more than 1.5 million clients. They specialize in customer information management, location intelligence, customer engagement, shipping and mailing, and global ecommerce.

#### ORACLE

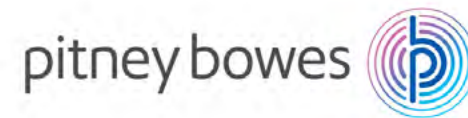
Oracle engineers hardware and software to work together in the cloud and in your data center. Oracle enables its 400,000 customers in more than 145 countries around the world to accelerate innovation and create added value for their customers.

#### CONCUR

Founded in 1993, Concur is a leading provider of integrated travel and expense management solutions. Their services are trusted by more than 20,000 clients and 25 million users around the globe.



# SALES LEADER CASE STUDY:



## Challenges:

- One of the world's top 100 software providers, but low brand recognition
- Cold contacts and outbound marketing steadily growing less effective

## Social Selling Solutions:

- Pitney Bowes implemented broader marketing activity on LinkedIn to support their sales team's social selling.
- Strategically use LinkedIn's networking and sales tools to generate warm connections.

## Results:

- Raised awareness of Pitney Bowes's software products generates leads directly
- Faster sales cycle, no fewer than 18 deals in Pitney Bowes's pipeline sourced by LinkedIn

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"The trigger for us adopting LinkedIn Sales Solutions across sales and marketing came from a sales kick-off event, when a customer on one of our panels explained how much he valued LinkedIn as a source of buying insight. That was when we realized we needed to get serious about how we used the platform."

– **Jeremy Harpham**, Product Marketing Manager,  
Pitney Bowes

# SALES LEADER CASE STUDY:



## Challenges:

- Quickly connect with buying committees
- Generating lead lists was inefficient and time-consuming
- Long sales cycles

## Social Selling Solutions:

- Used LinkedIn's tools to empower marketing to quickly generate lead lists
- Create warm introductions and better relationship-building through social networking

## Results:

- Establishing relationships through shared connections on LinkedIn led to a 30% increase in engagement with key connections.
- Sales cycles shortened by 20% due to relationship-building through social networking.



30%

increase in engagement  
with key connections



# SALES LEADER CASE STUDY:



## Challenges:

- Lack of communication between sales and marketing teams
- Sales frustrated by perceived lead quality; marketing frustrated at perceived lack of follow-up from sales
- Lack of shared goals and KPIs stunted efficiency and growth potential

## Social Selling Solutions:

- Concur held workshops to define and agree on stages and process.
- They agreed on definitions to create a scoring system for leads.
- The company put their staff through extensive training to align goals and KPIs.

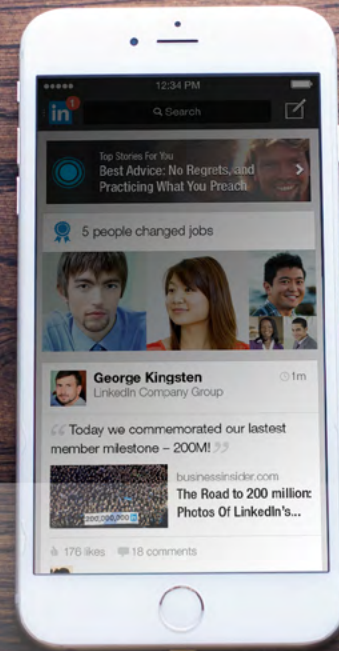
## Results:

- Predictive model primed for future success
- 20% year-over-year growth

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*"The results of this alignment have had a profound cultural impact on revenue. We now have a predictive model and a united team to drive the business every day."*

– **Greg Forrest**, Sr. Manager Marketing Operations & Demand Center, Concur



## Chapter 4:

# How You Can Operationalize Social Selling



# CHAPTER 4:

## HOW YOU CAN OPERATIONALIZE SOCIAL SELLING

### Sales: Transform Your Team's Online Brand

1. Help your team stay authentic online. Concentrate less on the sales angle and more about sharing quality content and building connections.
2. Encourage your team to develop robust and professional online profiles—complete with professional photos—on Twitter, LinkedIn, About.me, etc. Completed profiles that tell a customer-centric story enhance your brand.
3. Make sure your team optimizes their time on social networks. Focus on finding good prospects through advanced searches, making connections, and sharing quality professional content.



## Marketing: Discover Micro Markets

Start meaningful one-to-one or one-to-many dialogue with prospects.

1. Tap into what you already know.
  - Explore where your best, new, and lost customers spend time on social media.
  - Ask them where they get their information.
2. Study profiles to create personas.
  - Use potential prospects' social media profiles and content to create personas for specific micro markets.
  - Ensure that valuable content has been created to map to those social groups.
3. Start the dialogues.
  - Join the social groups where you want to market.
  - Prove your worth by participating with your own expert opinion.
  - If the group forbids overt marketing, reach out to a trusted customer advocate.
  - Provide high-value information.

### 4. Evaluate honestly.

- Monitor your activity to identify its impact.
- Make adjustments accordingly.
- Listen to feedback and comments from your prospects and customers.



Global Personal Technology company Lenovo initiated an end-to-end customer lifecycle program for differentiated micro markets.

Their efforts tripled their reach, doubled conversions, and increased campaign-attributed revenue by 60%.

Source: The Demand Gen Pro's Cookbook, 2014



## Sales: Incentivize Teams to Adopt a Social Selling Ethos

1. The Social Selling Index (SSI) measures progress across the four pillars of social selling. High SSI is a strong indicator of success potential. Monitor your team's SSI and suggest ways in which they can improve.
2. Instill a social selling culture: encourage your team to complete profiles, leverage Advanced Search to find quality leads, share engaging buyer-centric content, and build lasting relationships with contacts.
3. Celebrate your early adopters and share successes. Let the SSI gurus on your team serve as an example for those who are still struggling.



Leading data integration software company Informatica's social selling initiative (using LinkedIn's Sales Navigator) led to better prospects and fewer hours of fruitless research.

One salesperson's sales attainment rate grew 300% in three months, as her SSI increased from 55.3 to 78.9.

All of Informatica's sales professionals currently above quota have a high SSI.

Source: Informatica Case Study

## Marketing: Empower Your Sales Force to Have Intelligent Conversations

Make your sales organization a partner on all programs and campaigns.

- Help them identify what professional groups their targets tend to populate.
- Provide thought leadership content to enable educated discussions on social media.

Help sales understand the best use for all content you offer.

- Keep templates up-to-date so they remain a valuable sales asset.
- Provide suggested tweets and posts.
- Make recommendations on complementary content.

Give sales visibility into their prospect's digital body language.

- By integrating your marketing automation system into your sales force automation system you can give sales visibility into which marketing activities their prospects are engaging with.

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### Digital Body Language:

How frequently a prospect interacts with your company and content is key to determining true buying interest.



## Sales: Provide Guidelines to Maintaining Meaningful Relationships

Encourage your team to:

1. Build lead lists with LinkedIn's Advanced Search to focus on those with whom they can make the strongest connections.
2. Request introductions through their extended networks. Send personalized InMail as a follow-up to a warm introduction.
4. Build global connections through insightful engagement.
5. Identify problems or pain points in a prospect's organization and share relevant content.
6. Monitor LinkedIn profiles to engage with clients when they change jobs, have work anniversaries, post updates, take part in discussions, or make new connections.



## Marketing: Implement Tracking

### Tracking Conversations

Use social media to track the conversations that people are having around your brand and your industry.

- Follow your prospects and their companies on social media
- Analyze what they are talking about and the content they're sharing

### Tracking Content

Create tracking links to see how often your content is getting shares, clickthroughs, and downloads. Create tracking links for:

- Blog content
- Demand Generation content
- Event registration
- Content for prospects



Cloud ERP software company Deltek needed new processes to better handle metrics.

The organization implemented the Oracle Marketing Cloud's marketing automation system that fed data to an enterprise data warehouse, where it could be fed to a business intelligence platform to generate insights.

Regular meetings with all stakeholders ensured the new metrics were satisfactory.

Marketing Ops saw a 30% increase in measurement effectiveness after implementation.

Source: The Demand Gen Pro's Cookbook, 2014



## Optimizing your teams for social selling primes your business for success.

Marketing can leverage social networks to find micro markets for targeted dialog, then track social activity for brand awareness and engagement with content. With the insights social media profiles provide, qualifying leads is faster and more comprehensive.



9.5%

Sales reps who respond quickly to trigger events via social media saw a 9.5% increase in annual revenue.

Sales can position themselves as a magnet for customers by developing a professional brand. Then they can leverage networked connections to get warm introductions to prospects. Monitoring their prospect's profiles helps them address specific pain points with timely insights. That personalized attention helps the salesperson build a lasting relationship with the buyer.

75%

It costs 75% less to generate leads via social media than any other channel.

A person is sitting on a dark grey couch, holding a green smartphone with both hands. The person is wearing a dark grey sweater and blue jeans. The background is a blurred cityscape with buildings and a red fire hydrant. The text "Chapter 5: Making Social Selling the New Normal" is overlaid on the bottom left of the image.

## Chapter 5:

## Making Social Selling the New Normal



# CHAPTER 5:

## MAKING SOCIAL SELLING THE NEW NORMAL



### Case Study: Comunycarse's Social Selling Transformation

Comunycarse is a Spanish content management and IP communication company with a pioneering new technology. Their new product is high value, highly disruptive, and has a long consideration period.

This innovation provided an opportunity to restructure Comunycarse's troubled sales and marketing teams. The organization had to find a new model if it was going to continue to grow.



## CHAPTER 5:

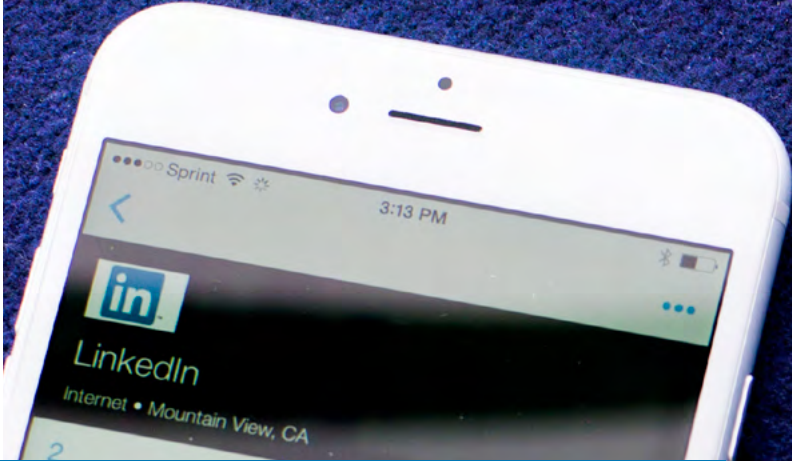
# MAKING SOCIAL SELLING THE NEW NORMAL

### Comunycarse's Challenges:

Comunycarse's existing approach was to buy into databases for leads and rely on repeated cold-calling for sales. The lack of quality leads—and even keeping the databases updated—was a source of tension between sales and marketing.


The organization needed higher quality leads and strategic follow-through to kick off the launch of their new video business intelligence technology.

The team was also seeking solutions to improve conversion rates for their more established businesses.



"Prior to bringing in LinkedIn's Sales Solutions, the different elements of our business were working very separately, and there was quite a lot of frustration between sales and marketing as to why our activity wasn't generating quality leads."

– **Victor Magarino Penalba**  
Sales & Marketing Director, Comunycarse





# CHAPTER 5:


## MAKING SOCIAL SELLING THE NEW NORMAL

### Social Selling Solutions:

Comunycarse has traded outdated databases for a living document that never goes out of date. LinkedIn's Advanced Search enables the marketing team to identify key decision makers.

Warm connections through the team's extended network and personalized outreach via InMail lead to a higher response rate.

The ability to generate better leads has led to a redesigned incentive system based on quality rather than quantity. Sales teams are rewarded for the number of relevant, qualified connections they establish and the number of meetings booked with senior decision-makers at relevant organizations.



"It's all about reaching the right person with the right one-to-one message."

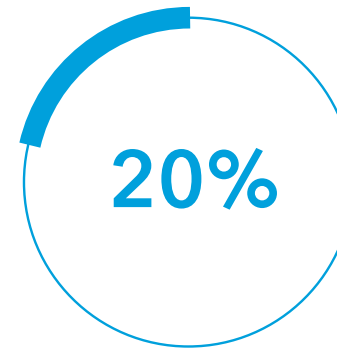
– Victor Magarino Penalba

## Results of Comunycarse's Switch to Social Selling:

Organizing the entire sales and marketing teams around social selling has led to a completely new way of generating and following up on leads. It's improved workplace morale and provided new opportunities.

Using LinkedIn as the spearhead for the company's business intelligence is generating 2-3 strong leads every week.

All in all, Comunycarse's social selling transformation increased conversion rates by 20%.



increased conversion rates by 20%

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"We've been able to bring everyone together. We've built multi-functional teams around LinkedIn, sharing one another's connections...It's facilitated a new way of working—and it's had a big, positive impact on morale."

— Victor Magarino Penalba



# ARE YOU READY TO DISRUPT YOUR BUSINESS AS USUAL?

Social selling can have a profound positive impact on your business if it becomes your new norm. To get started, make sure Sales and Marketing are aligned with standard definitions, shared KPIs, and a shared statement of purpose. Powerful tools like LinkedIn can provide even more help in achieving social selling success.

With social selling guidelines implemented across your teams, you're positioned to generate better leads, nurture prospects, and form lasting relationships with clients. You can turn digital disruption into a social selling revolution for your business.

