



Sales Connect

New York 2016

Building a Social Selling Program, One Financial Professional at a Time



Nicole Pesce

Director, Digital & Social Media, AXA

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AXA Advisors: Retail Distribution Channel for AXA US



redefining / standards®

Helping you plan for
tomorrow, so you can
live for today



Advice, Retirement, and Life Insurance

+40 locations across the US and Puerto Rico | +4200 financial professionals* | +2.3 million clients*

*As of June 30, 2016

Building Our Business for the *Here and Now*



**380M+ GLOBAL
LINKEDIN MEMBERS¹**



**968M DAILY ACTIVE
FACEBOOK USERS²**



74%
of all online adults use
social networking sites³

82%

Age 30 – 49

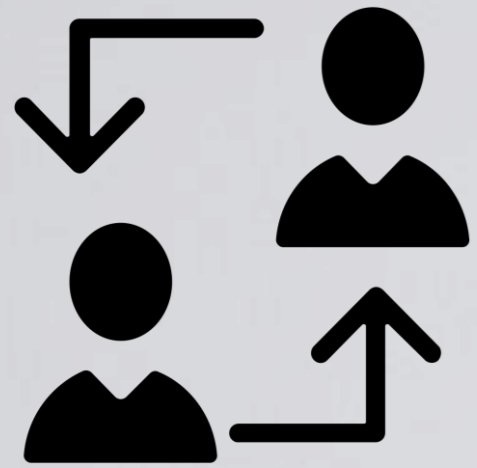
65%

Age 50 – 64

AXA Advisors Social Selling Initiative



Develop a meaningful digital brand



Efficiently find prospects and referrals



Form lasting relationships



Recruit new financial professionals

Social Sales Cycle

Building stronger relationships by integrating social selling into the sales cycle

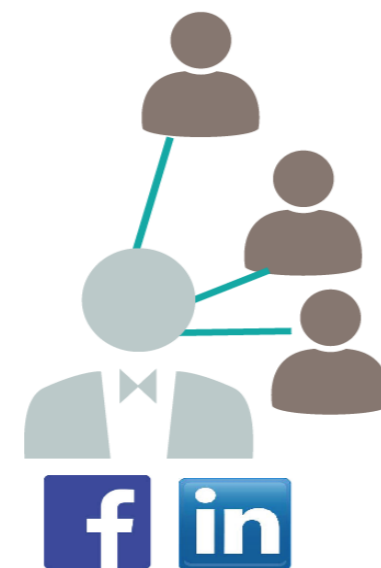
**CREATE PRESENCE
ON SOCIAL MEDIA**



**ESTABLISH BRAND &
RECONNECT WITH PEOPLE**



**KEEP IN TOUCH
STAY CONNECTED
RECRUIT**



**FIND PROSPECTS & FORM
LASTING RELATIONSHIPS**



**REFERRALS &
NETWORK EXPANSION**



Gaining Adoption: Transitioning to a Digital Sales Mindset

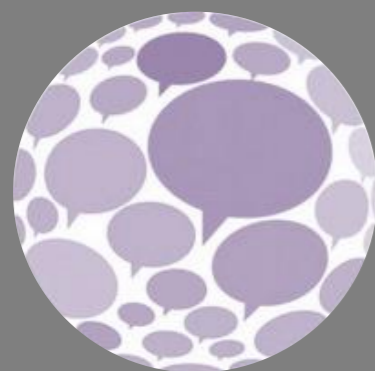
Engaging with advisors in person and virtually, both in groups and individually



In person promotion and training



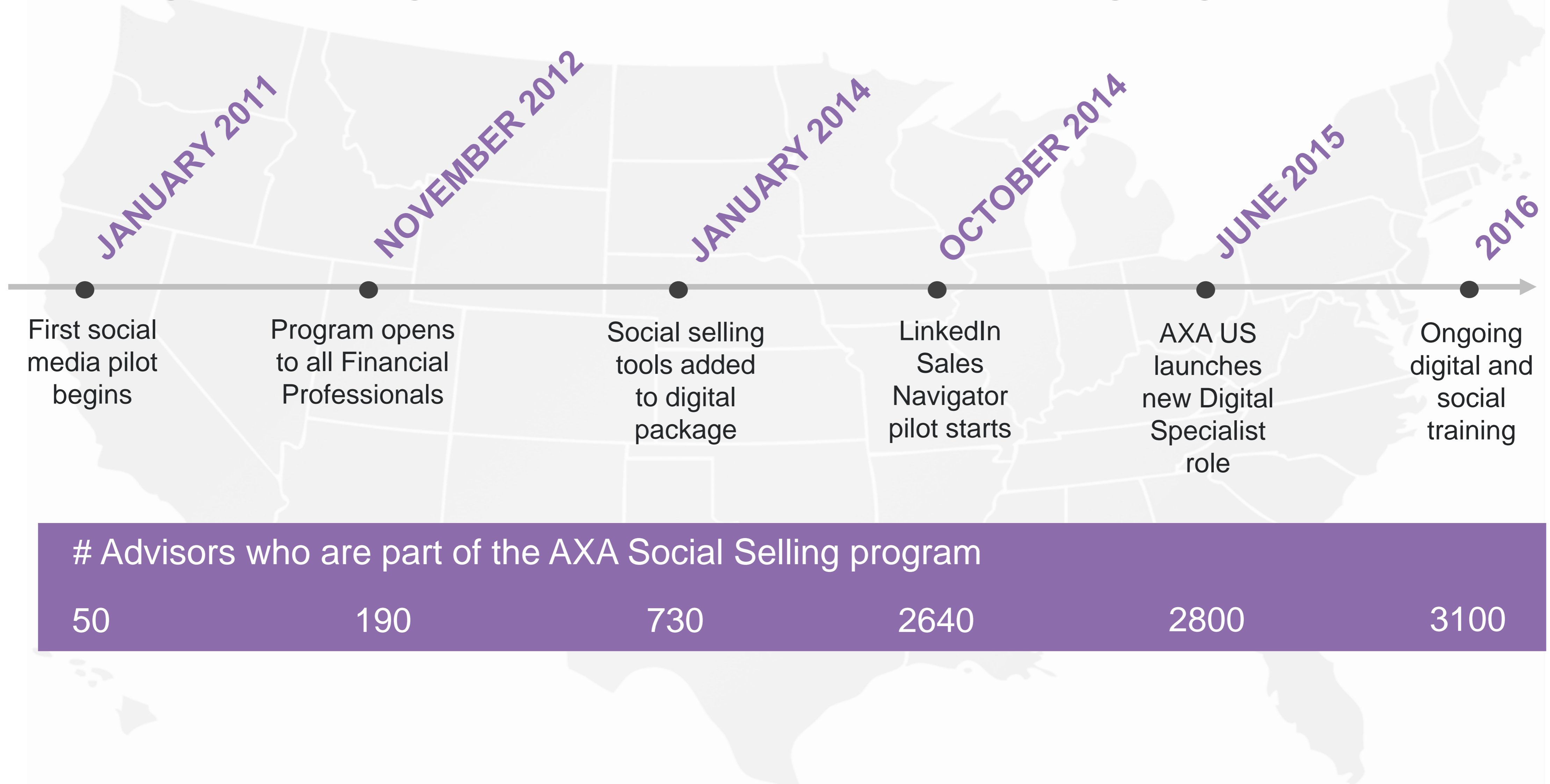
On-demand and virtual support



Sharing best practices & success stories

Our Social Selling Journey

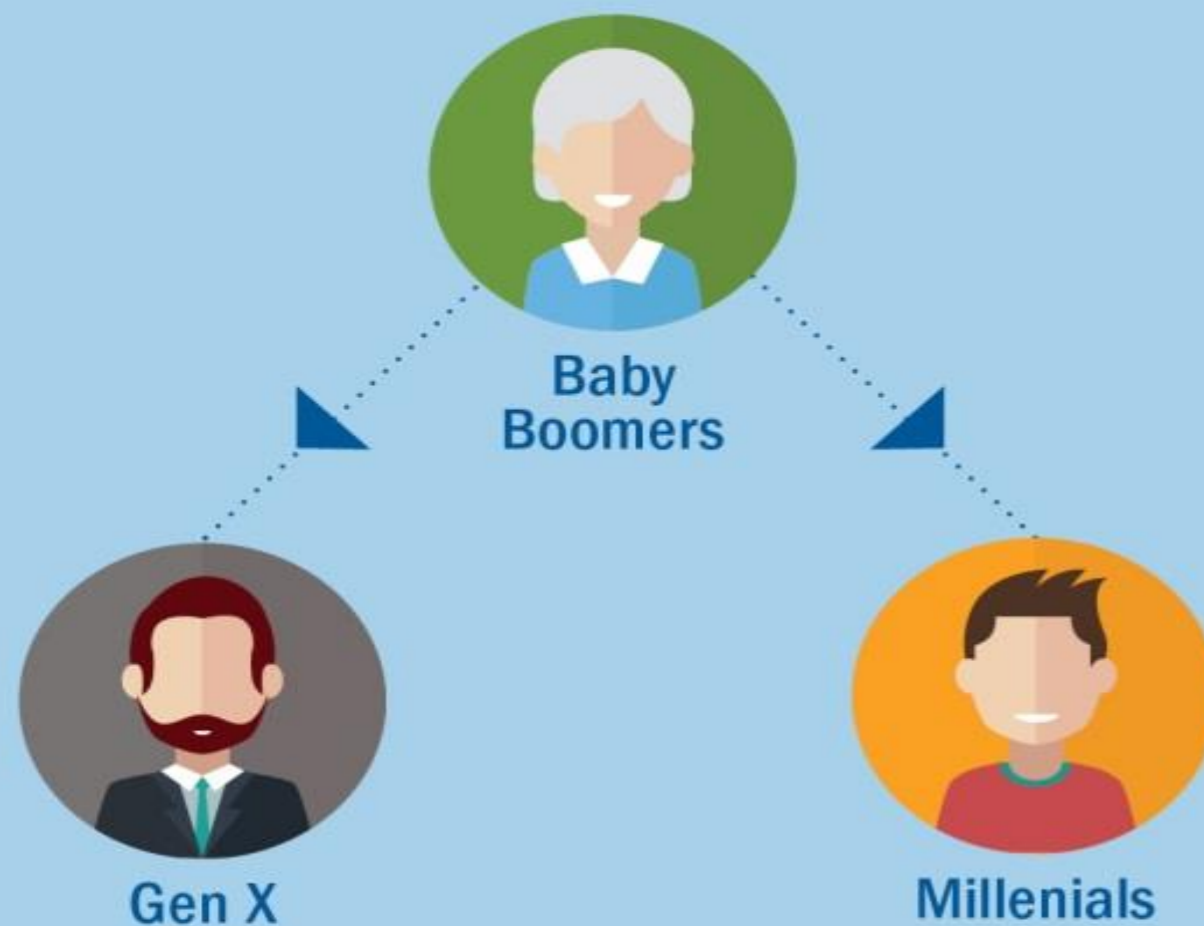
Taking small, manageable steps to implement a social selling program @ AXA Advisors



Turning Risk into Opportunity

\$30
TRILLION

will be passed from Baby Boomers to Gen X and Millennials over next 30 years



66%

of children fire their parents' financial advisor after inheriting parents' wealth



**BIGGEST OBSTACLE
TO RETAINING ASSETS
PASSED ON TO HEIRS:**

Lack of a relationship
with the advisor



“ Social Selling Spotlight

Sales Navigator has a dramatic impact on my practice with both its effectiveness and efficiency.

I'm halfway through my 10th year at AXA Advisors, and I've already nearly eclipsed my best FULL YEAR sales performance!

-Dan Halos

New financial professionals entering the business are often impressed that I have been so successful in such a short time.



When they ask for my secret, I immediately pull up Sales Navigator.

-Phillip Fiore

”








Phillip Fiore

	@ AXA ADVISORS	2014
	SOCIAL SELLING INDEX	75
	CONNECTIONS	+1100
	NETWORK UPDATES	+100
	SOCIAL SIGNALS	+700



Dan Halos

	@ AXA ADVISORS	2006
	SOCIAL SELLING INDEX	79
	CONNECTIONS	+1600
	NETWORK UPDATES	+100
	SOCIAL SIGNALS	+700

Q&A



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