



# Sales Connect

New York 2016

# Evolution of a Social Selling Ecosystem



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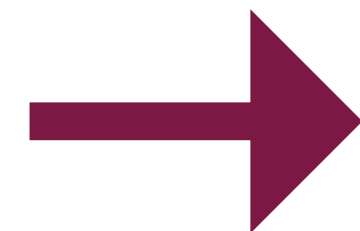
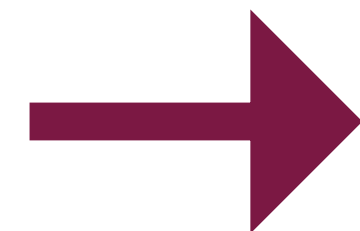
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# What is driving our social selling adoption?

**The B2B buyer**  
purchasing strategy  
and approach to use  
the internet as a  
primary vehicle to  
discover solutions and  
services to address  
their business  
challenges  
-  
drives our organization  
to embrace social  
selling as in integral  
part of our sales  
process...



**Customers**



Account  
Penetration  
and  
Expansion  
into  
New Lines  
of  
Businesses

**Prospects**



Expressed  
a  
Perceived  
Interest



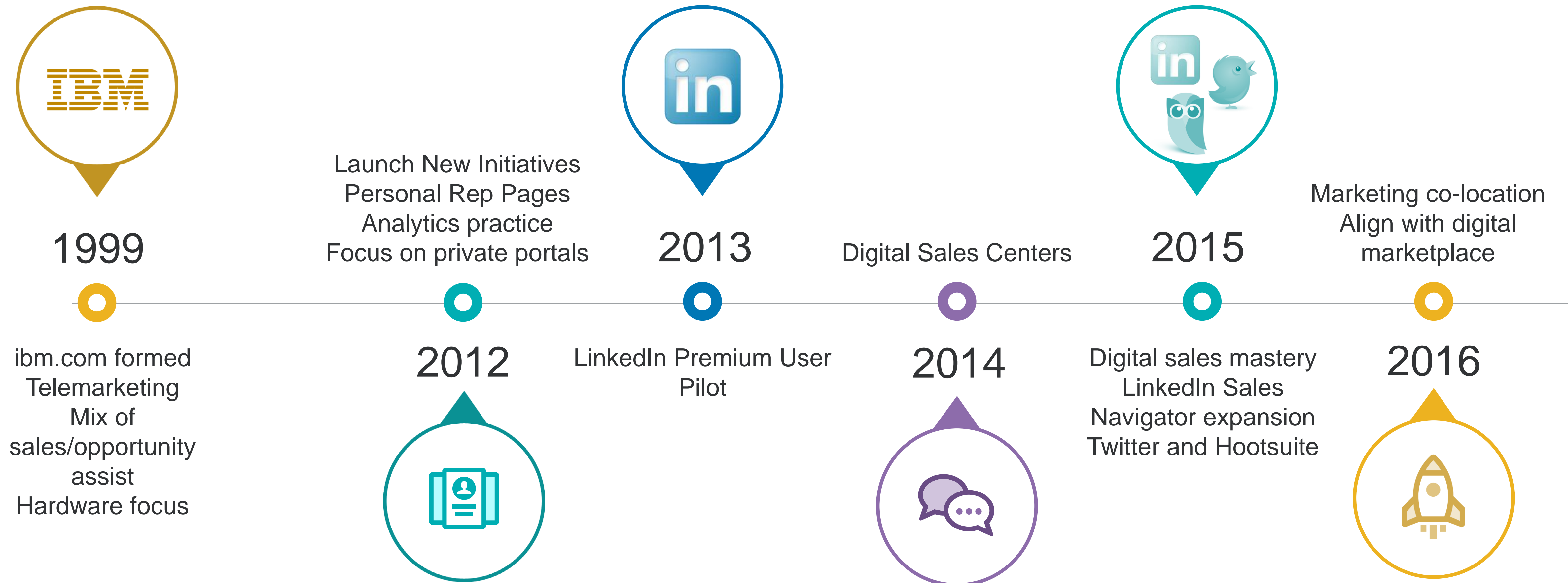
**The Buyer**



Expressed  
an  
Explicit  
Interest



# Evolution of our Digital Sales organization



# Developed a social selling ecosystem

## Social Presence

Creating a Professional Brand

Influencing the Buyer



## Social Listening

Seamlessly Monitor Internet Conversations



## Social Engagement

Social Interactions



Social or Digital Conversations



## Share Content

3<sup>rd</sup> Party

Company

Buyer personal Interest

## Social Success

Sharing Best Practices



Measure and Refine



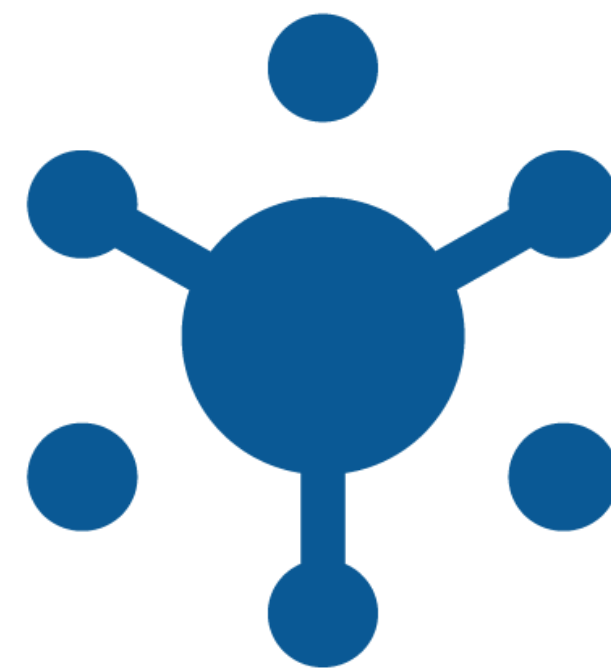


# Cross organizational dependencies

The success of developing our  
social ecosystem was dependent  
upon...



Lead Generation  
Driving Revenue



Finding Decision  
Makers In  
New Markets



Operational &  
Global  
Management



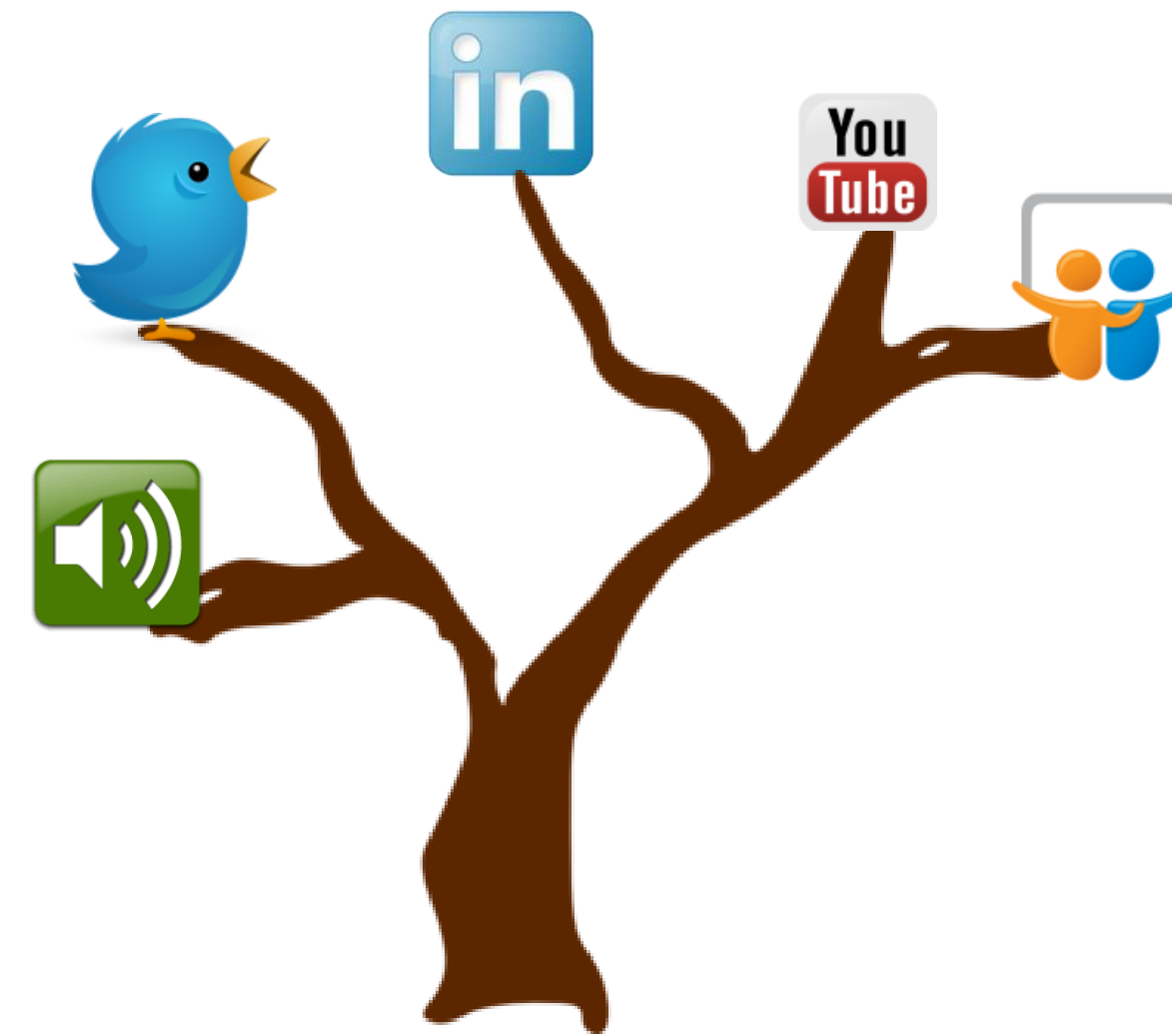
Financial  
Investment

# Consider the diversity of the sales force

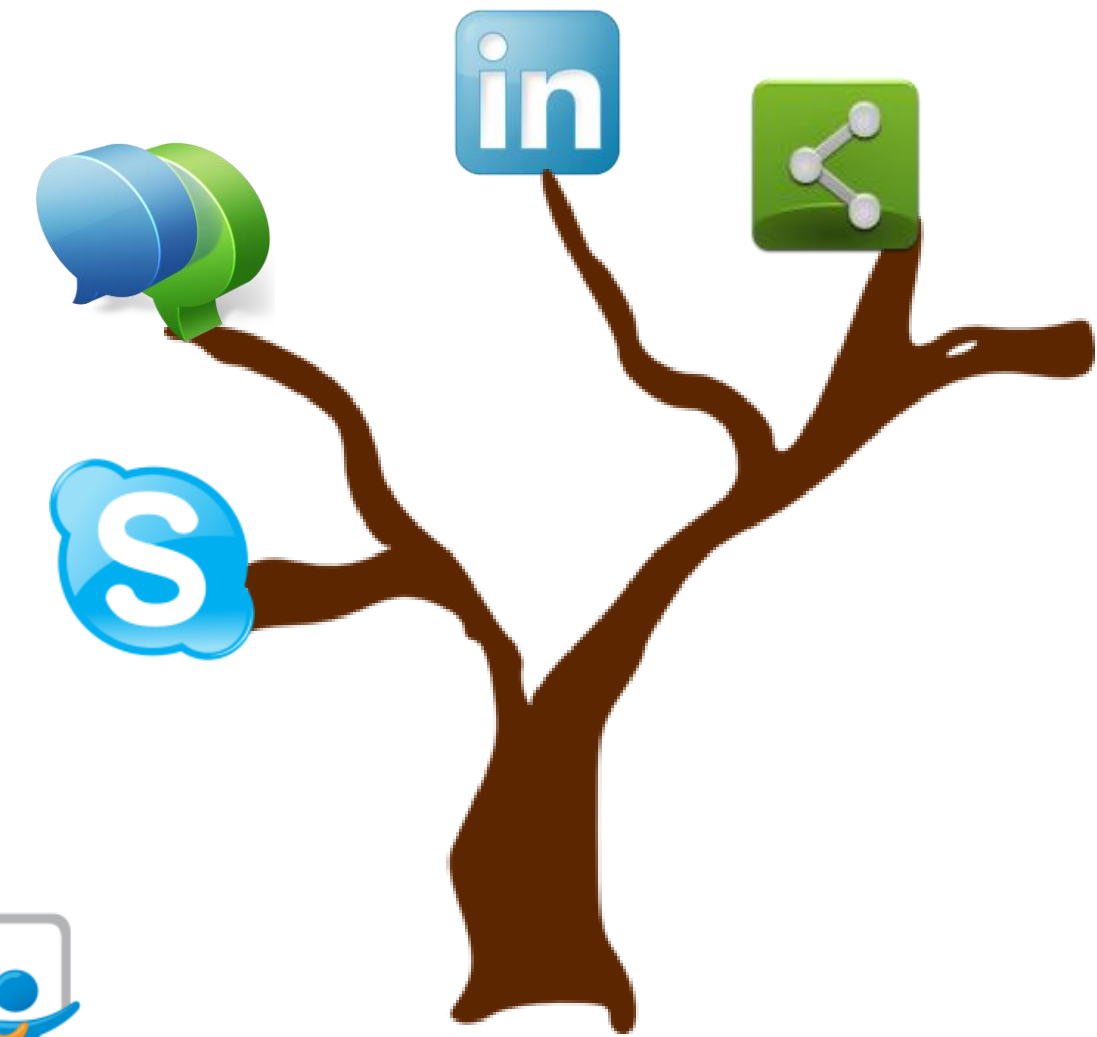
Sale  
roles & target audiences  
constitute a **mix bag of  
focus**; therefore social  
selling activities may  
vary according to each  
solution or service sold  
by the seller...



Business  
Development  
Representative



Client  
Representative



Retention &  
Renewal  
Representative



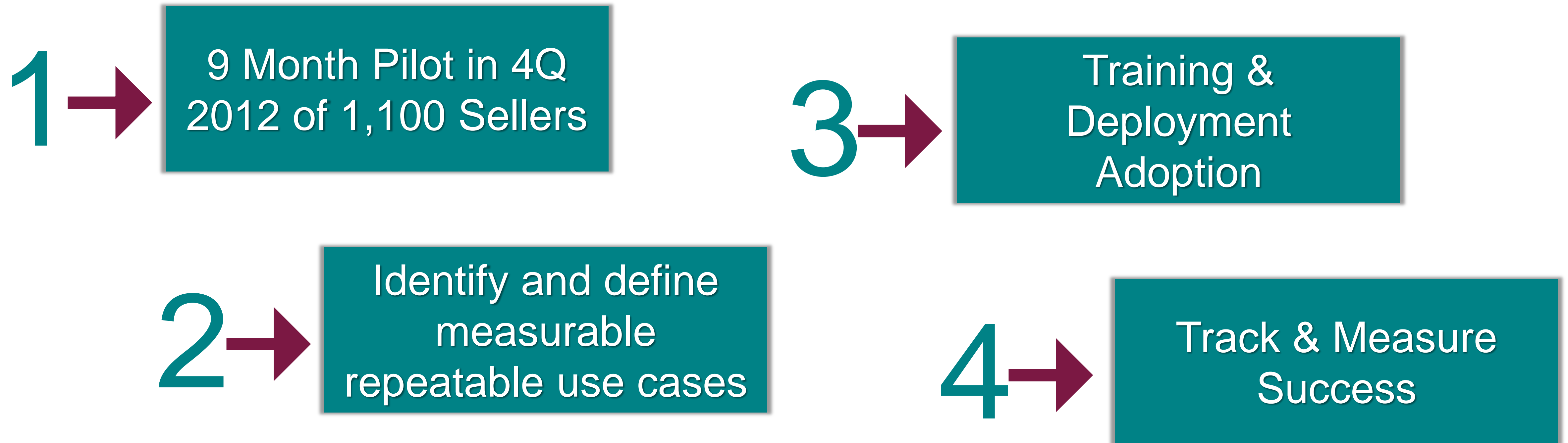
# Digital certification is one piece of the puzzle...



Exposing our sellers to LinkedIn and other social and digital platforms **empowers** them to engage with their customers and prospects on client terms...

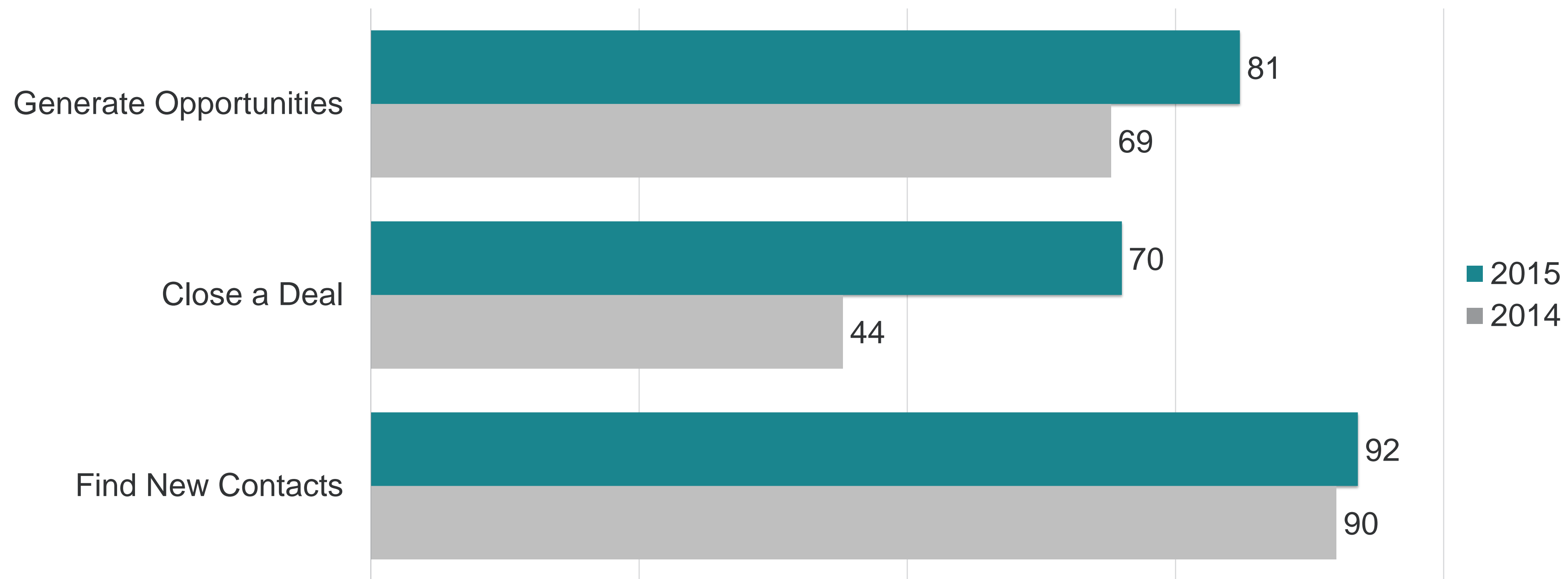
# Our implementation approach

Began with a need to increase **simplicity** and **productivity** required to find the right contacts, and enhance our social presence; identified by the efforts of our marketing team's research and a 🤖 from our sellers...



# Is still a platform of preference

Because of the successful pilot that started in 2012, today's LinkedIn Sales Navigator continues to be a **reliable source** for contact data and an effective channel to connect with decision makers because it provides insights into the professional and personal interest of our customers, prospects and buyers...



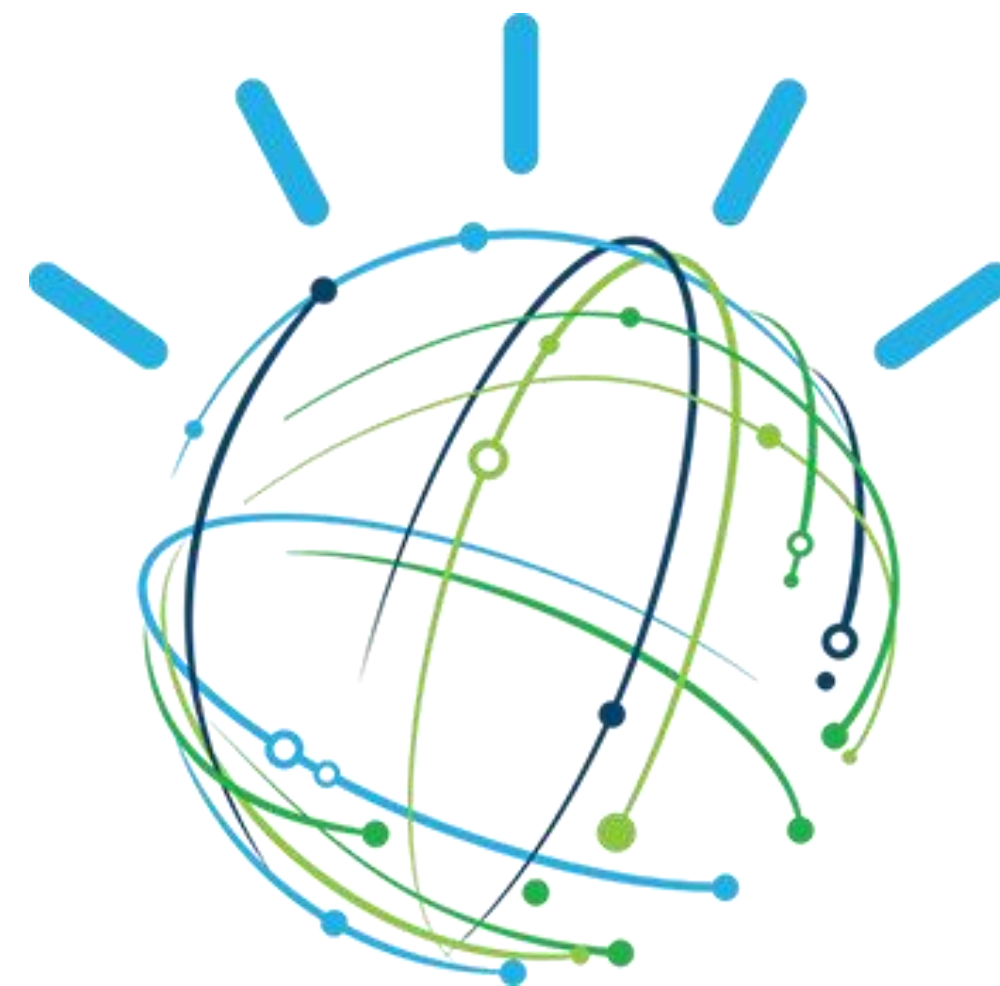


# Measuring success saga...

We view the success of social  
selling through the **lenses** of our...



Relationships  
Established



Data  
Analytics



Achieve  
Business  
Objectives

# Advancing our digital & social selling in 2017

We are continuing  
to refine...



Potential  
Show Stoppers



Talent Adoption  
Levels



Automation



Cognitive  
Technologies



Revenue  
Growth

# Thank you!



# Q&A