

# Hanging on by a thread



Mike Derezin

VP Sales Solutions, LinkedIn





DEF LEPPARD



“I’m taking down my  
number this week.”

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# The old world

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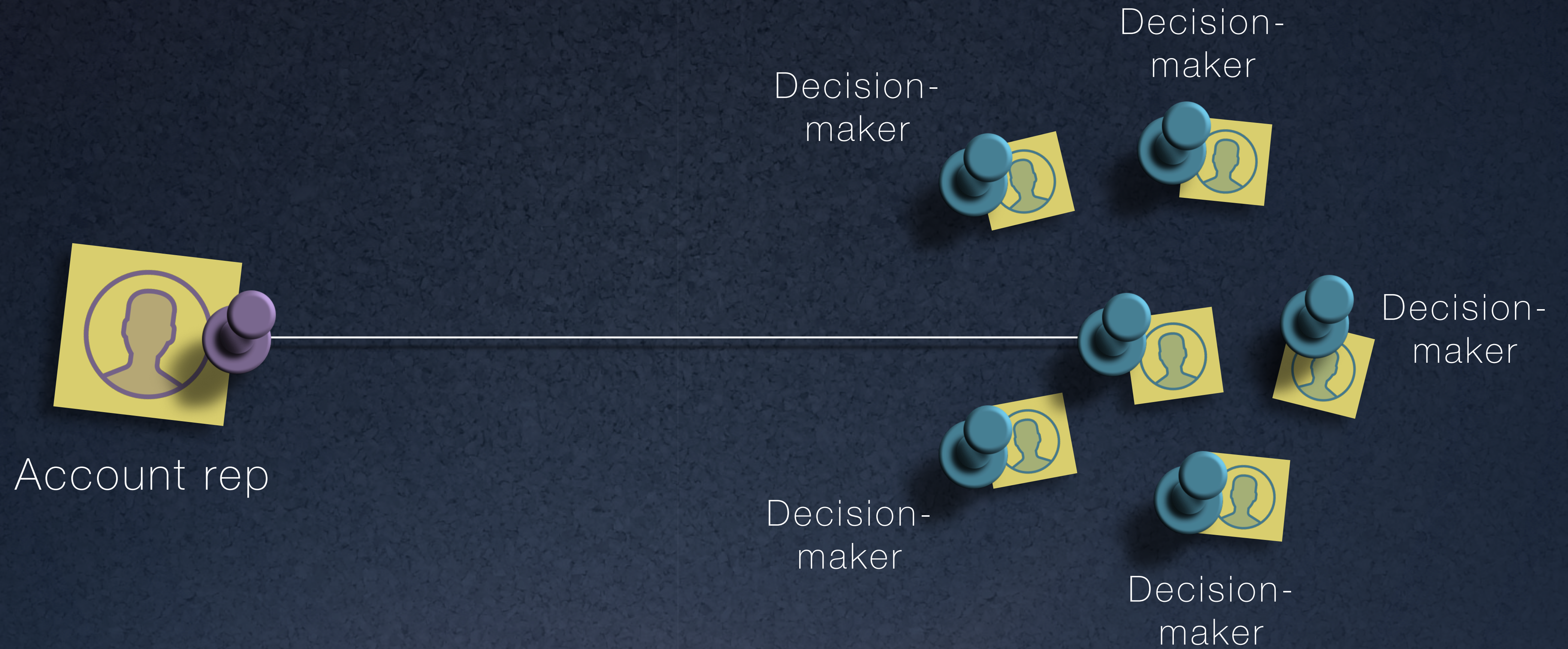
Account rep



Decision-maker



# More decision-makers



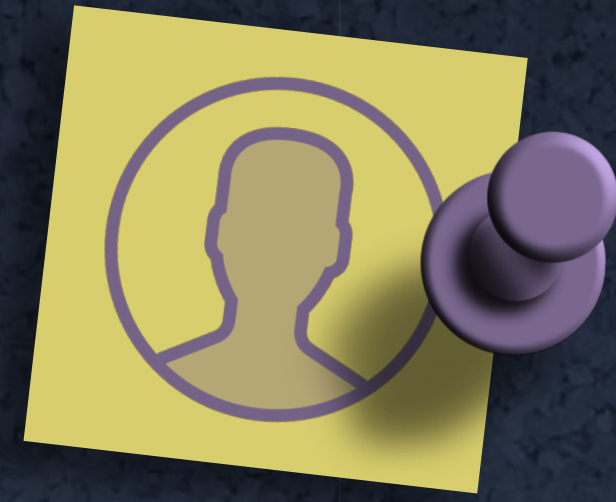


# 5.4



CEB





What percentage of sales deals in North America are multi-threaded?

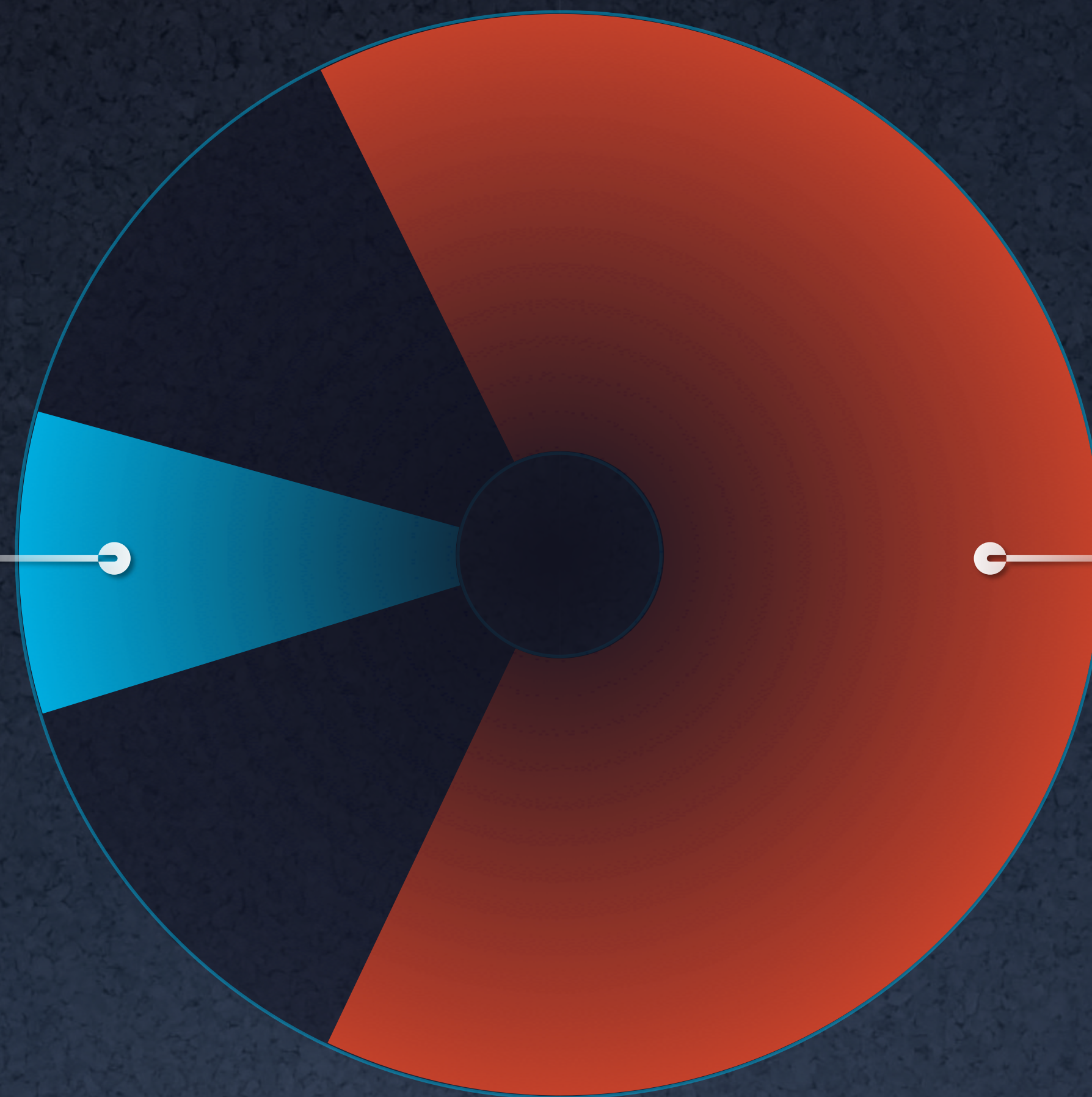
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**9%**

Multi-threaded

5+ connections



**65%**

Single-threaded

1 connection

Sales deals at North  
American companies



# More budgets





# Turnover







What is the likelihood a decision-maker  
leaves their position within a year?

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1 in 5

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# Who will last the longest?

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VP  
of Sales



CMO



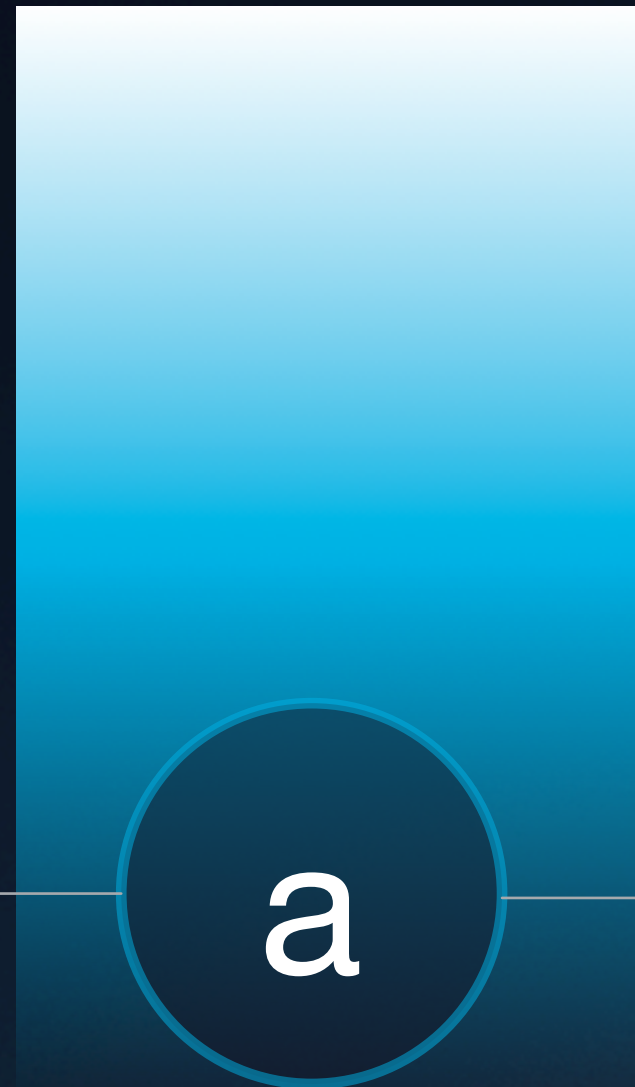
CTO



CIO

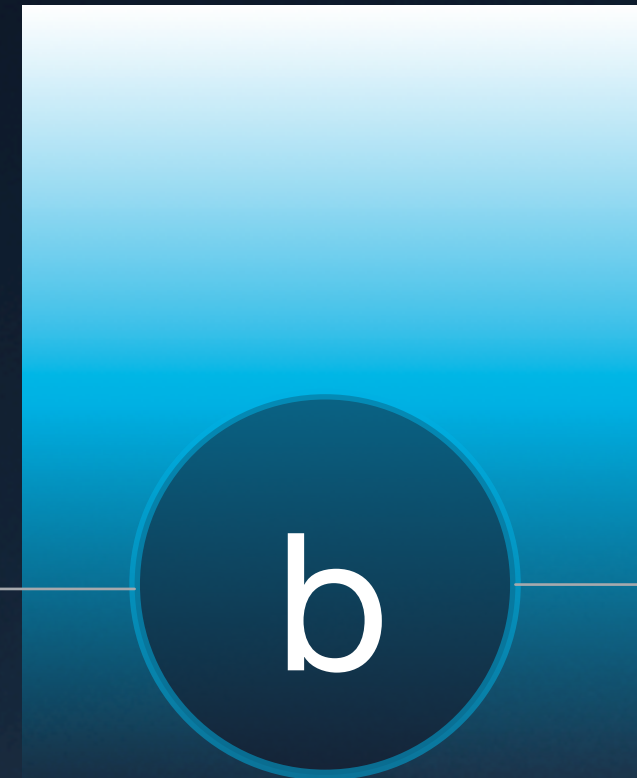


32  
months



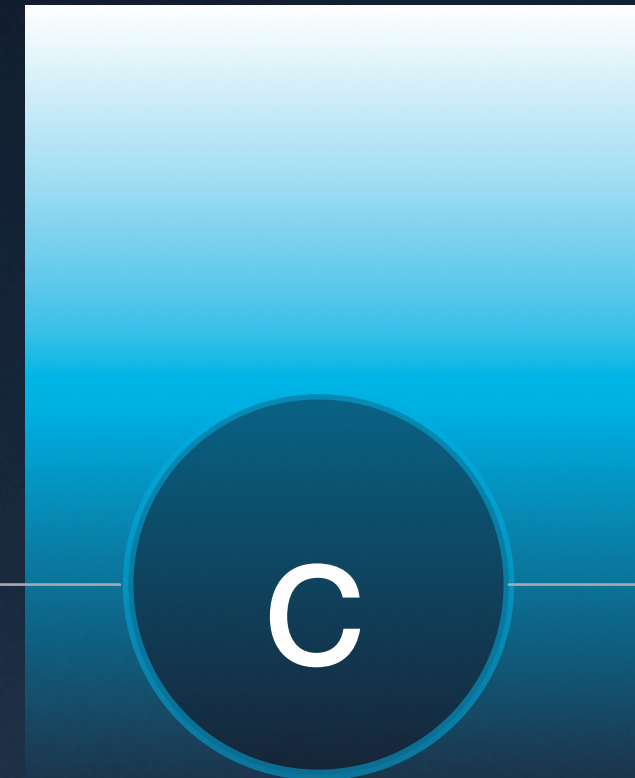
VP  
of Sales

29  
months



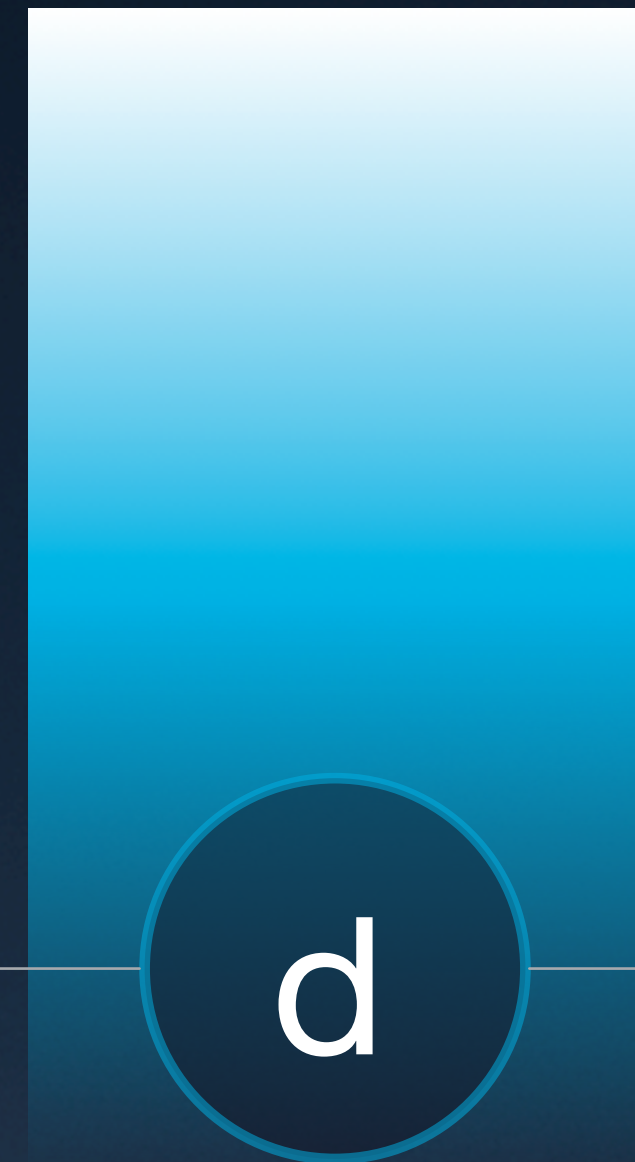
CMO

29  
months



CTO

34  
months



CIO





What's the likelihood that your rep  
leaves their position within a year?

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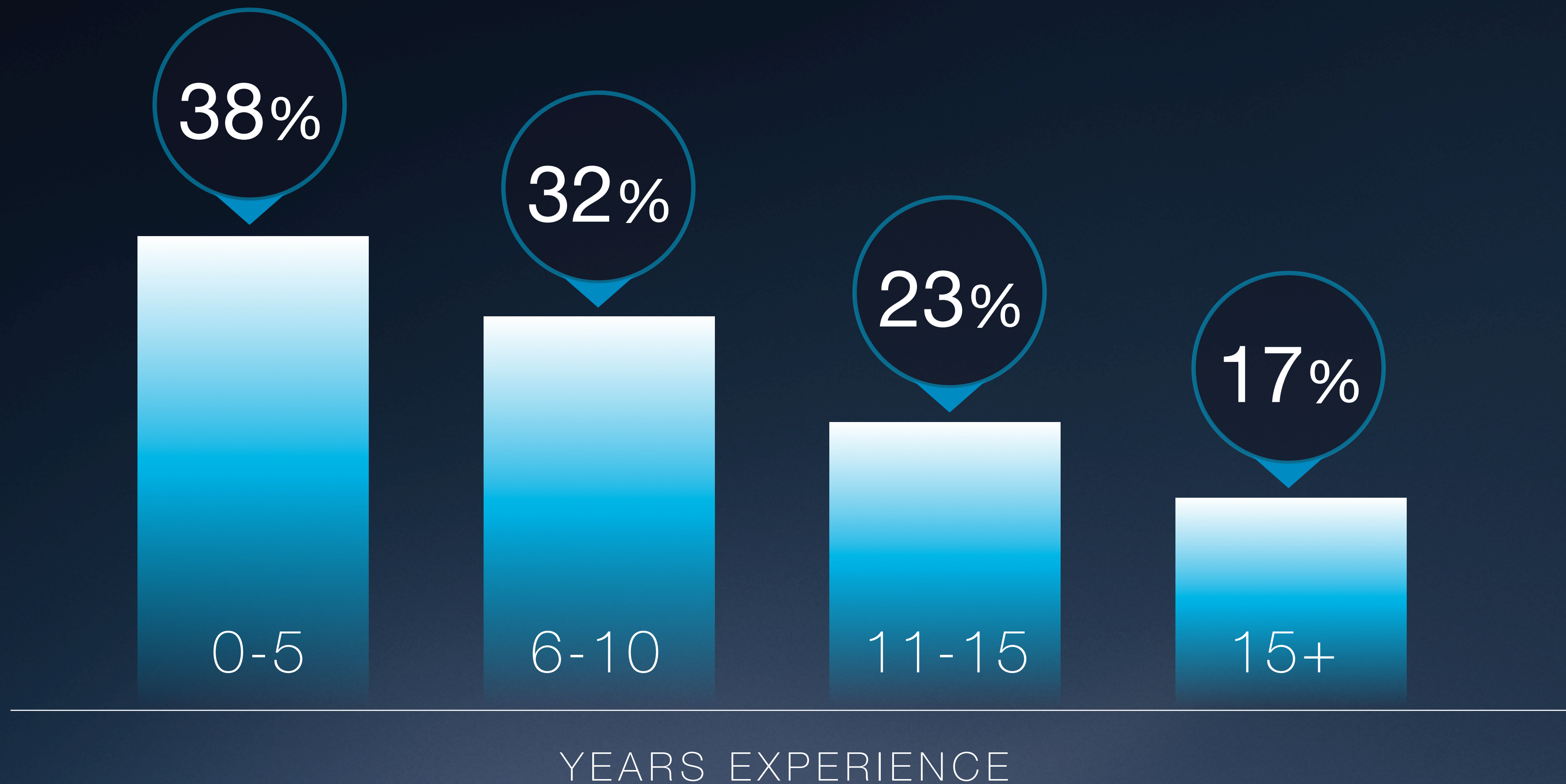


1 in 4

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# Sales rep turnover by experience





“It takes almost \$30,000 and 7 months  
to recruit and train a new sales rep,  
the opportunity cost is far too great.”

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ABERDEEN RESEARCH





What happens when you combine  
the turnover of your reps with that  
of your customers?

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# 40%

of our deals are at risk

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We're hanging on by a thread

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# Pre-internet

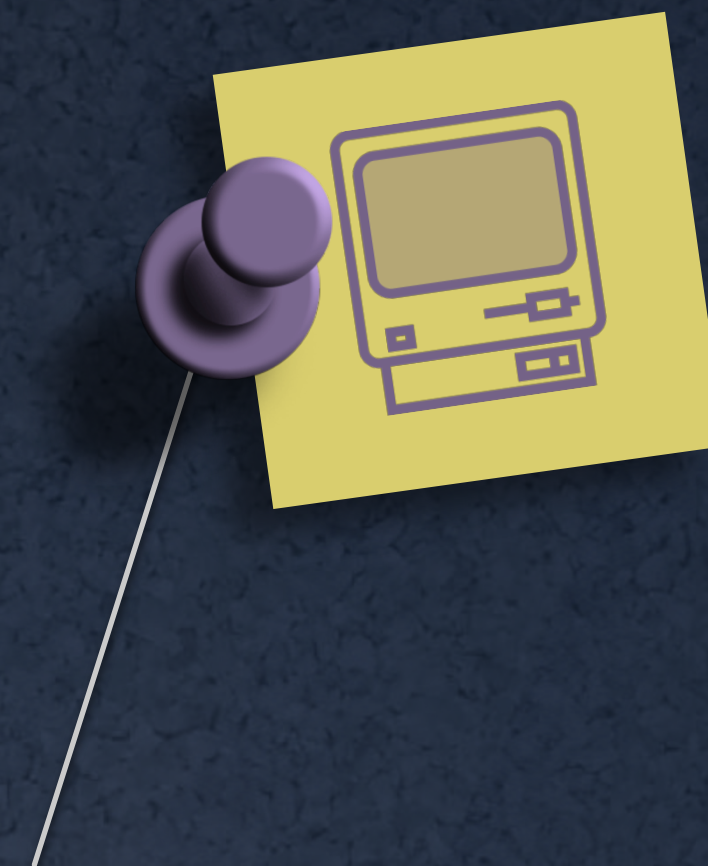
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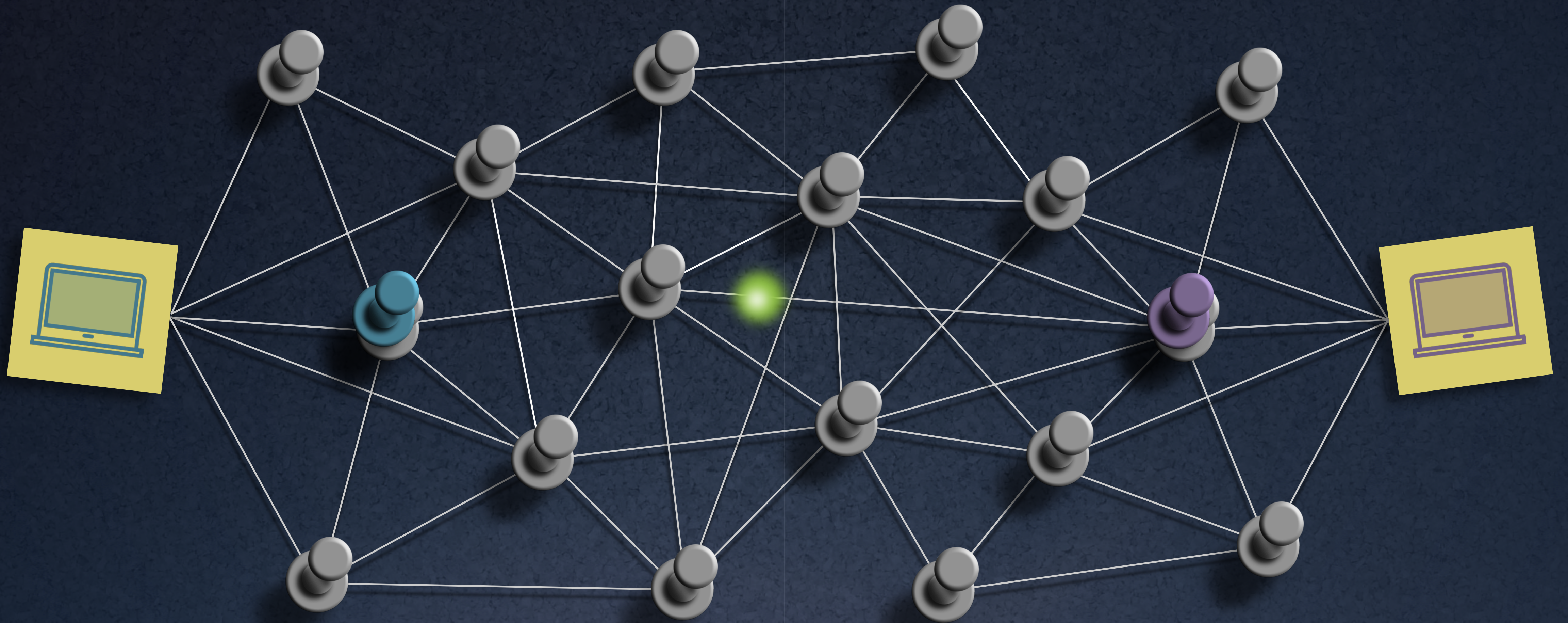
# Pre-internet

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# Internet-era





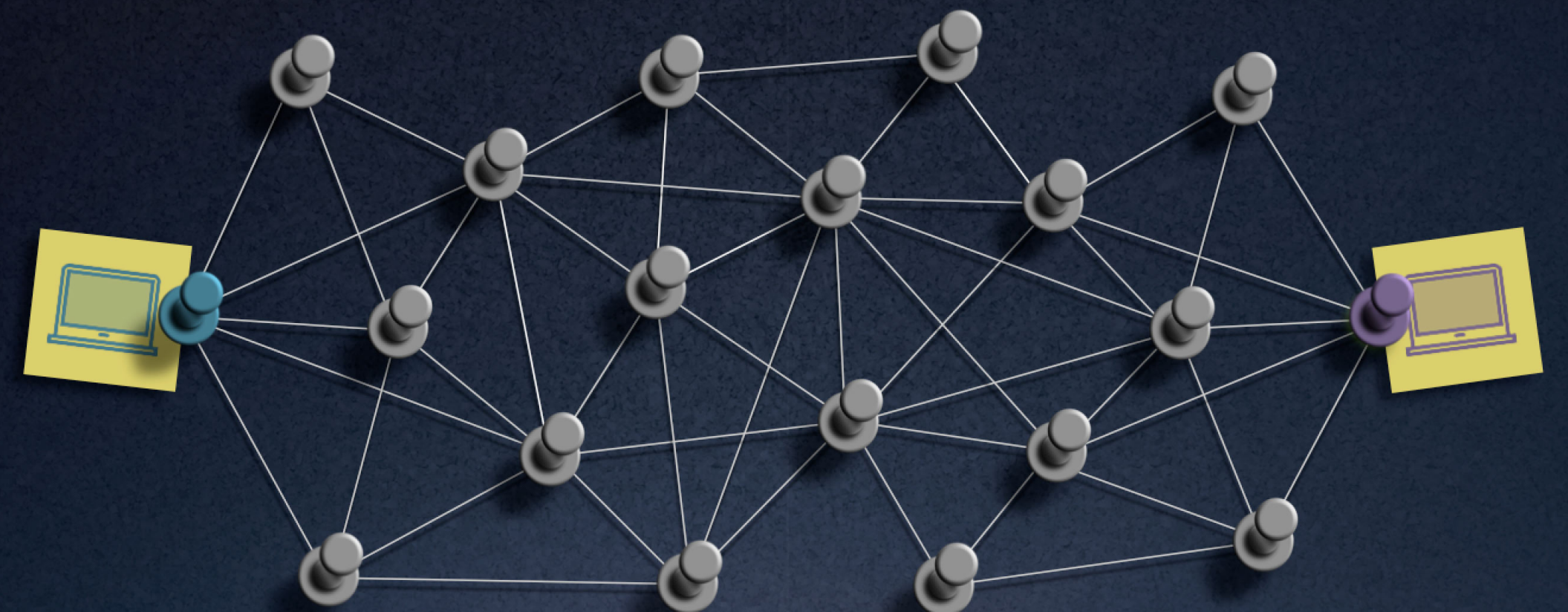
# How do we transform our customer relationships?

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Pre-internet



Internet-era







How do we get from  
single-threaded to multi-threaded?

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Social Selling can help

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Strengthening our  
relationships with  
customers

---



Strengthening our  
relationships with  
employees

---



Strengthening our  
relationships with  
customers



Doug Ruth, Jr.  
Account Executive  
NewVoiceMedia

Strengthening our  
relationships with  
employees



Amy Slater  
SVP of Worldwide Sales Ops  
Rovi Corp.



# Find key decision-makers

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Doug



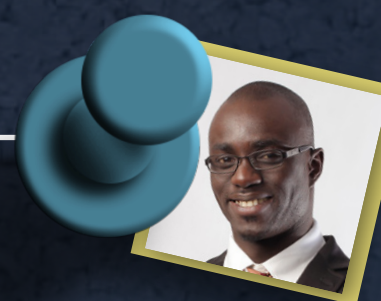


# Find key decision-makers

---



Doug





“Using advanced search, I was able to find the right people in client success, professional services, and operations that I could concentrate my efforts on ”

---

DOUG RUTH JR.





## Filter your search

381 results

Search



## Top Filters

Show TeamLink members



## Keywords

Enter keywords



## Geography

Austin, Texas



## Company

BazaarVoice



## Current title

Manager

Director

VP



## Seniority level



## Function

Consulting

Sales

Support



## Company size



## Industry



## Relationship



## Other Advanced Filters

## Company type



## Last name



## School



## First name



## Member since



## Years at current company



## Postal code



## Groups



## Years in current position



## Headquarters



## Posted content



## Years of experience



## Interested in

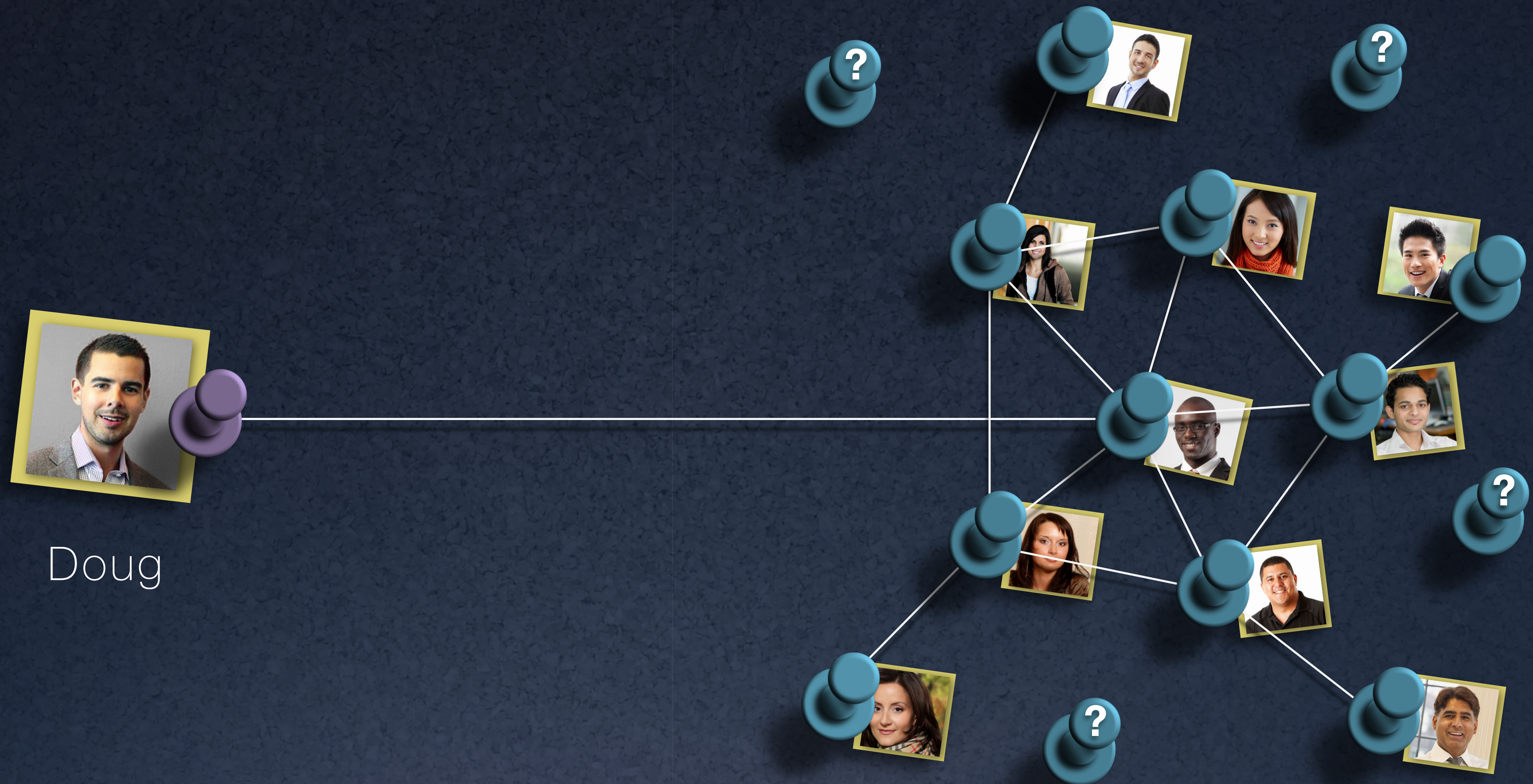


## Profile language



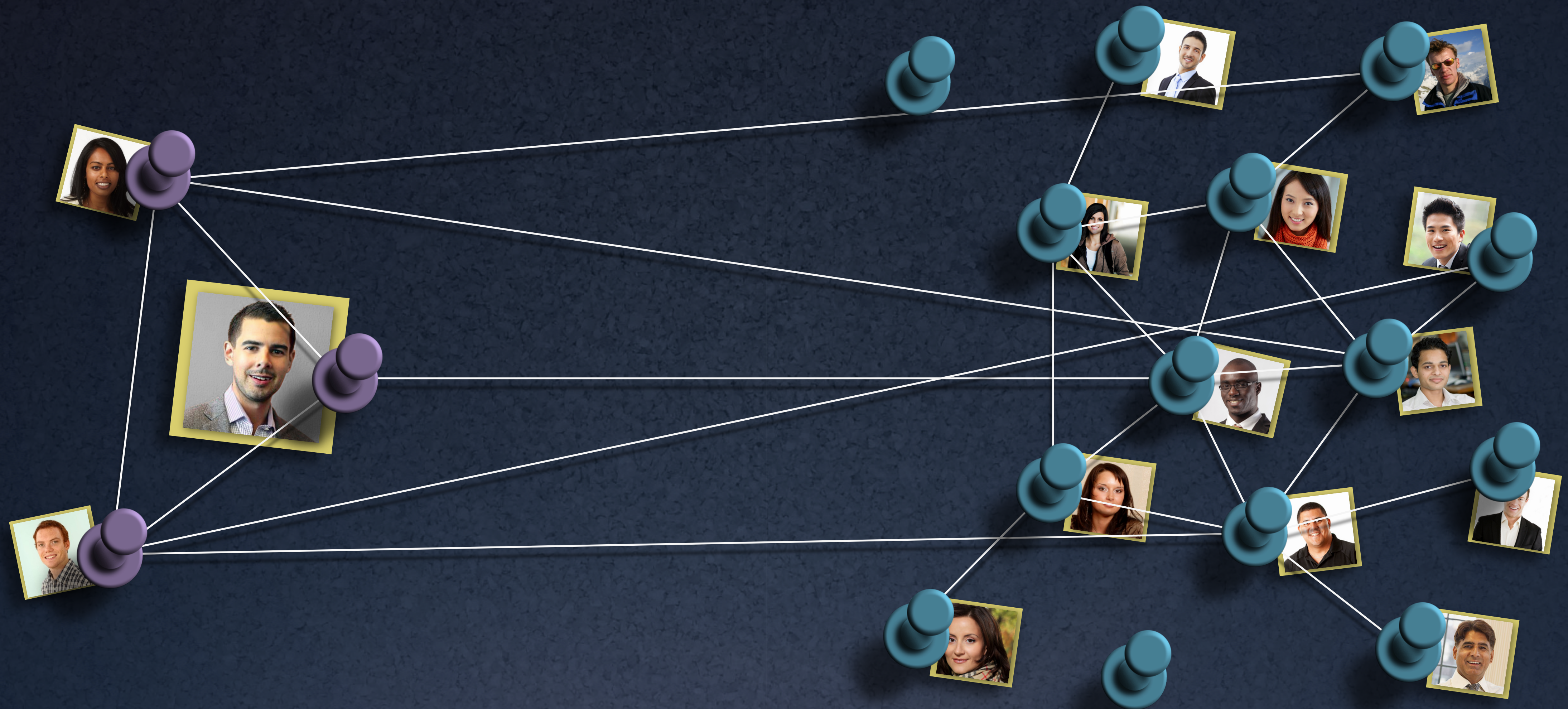


# Find key decision-makers



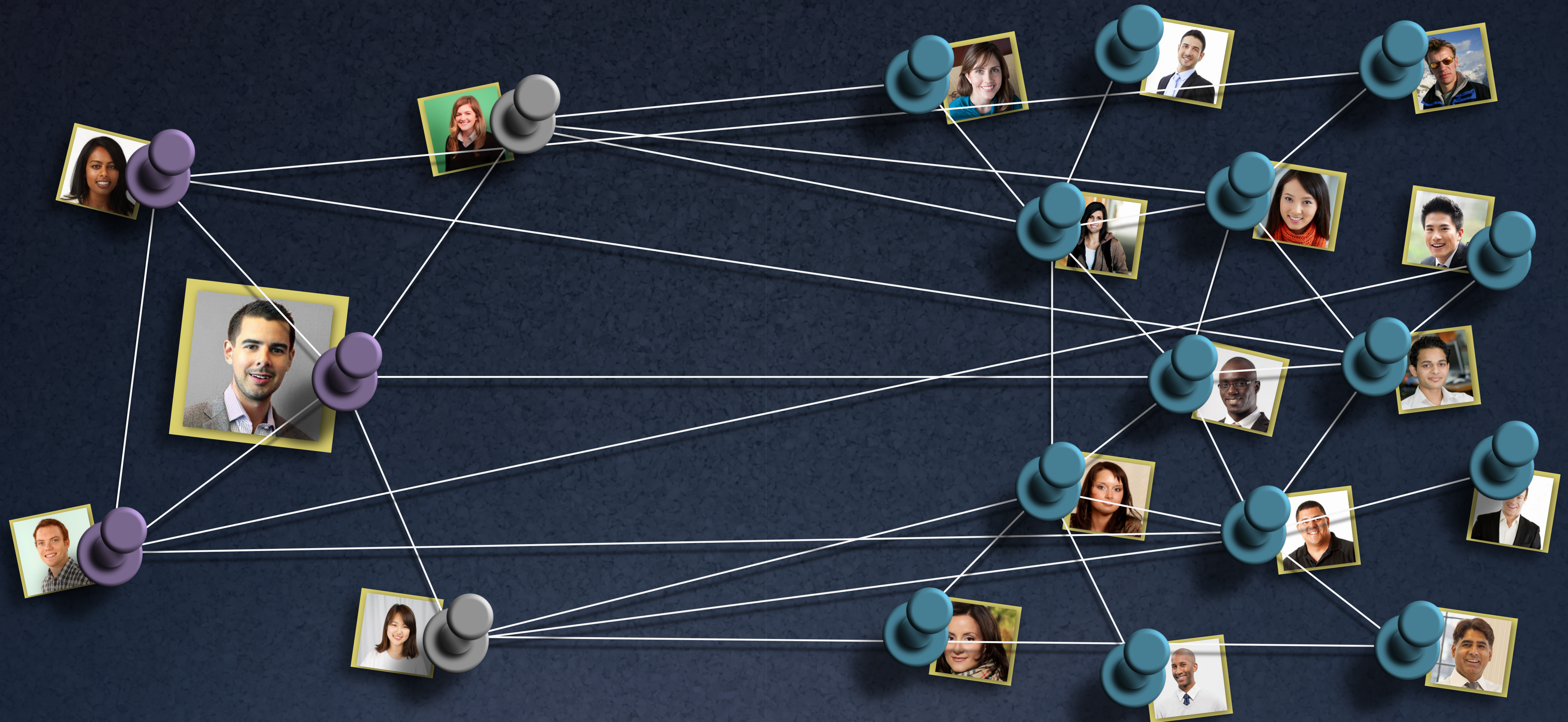


# Leverage your network



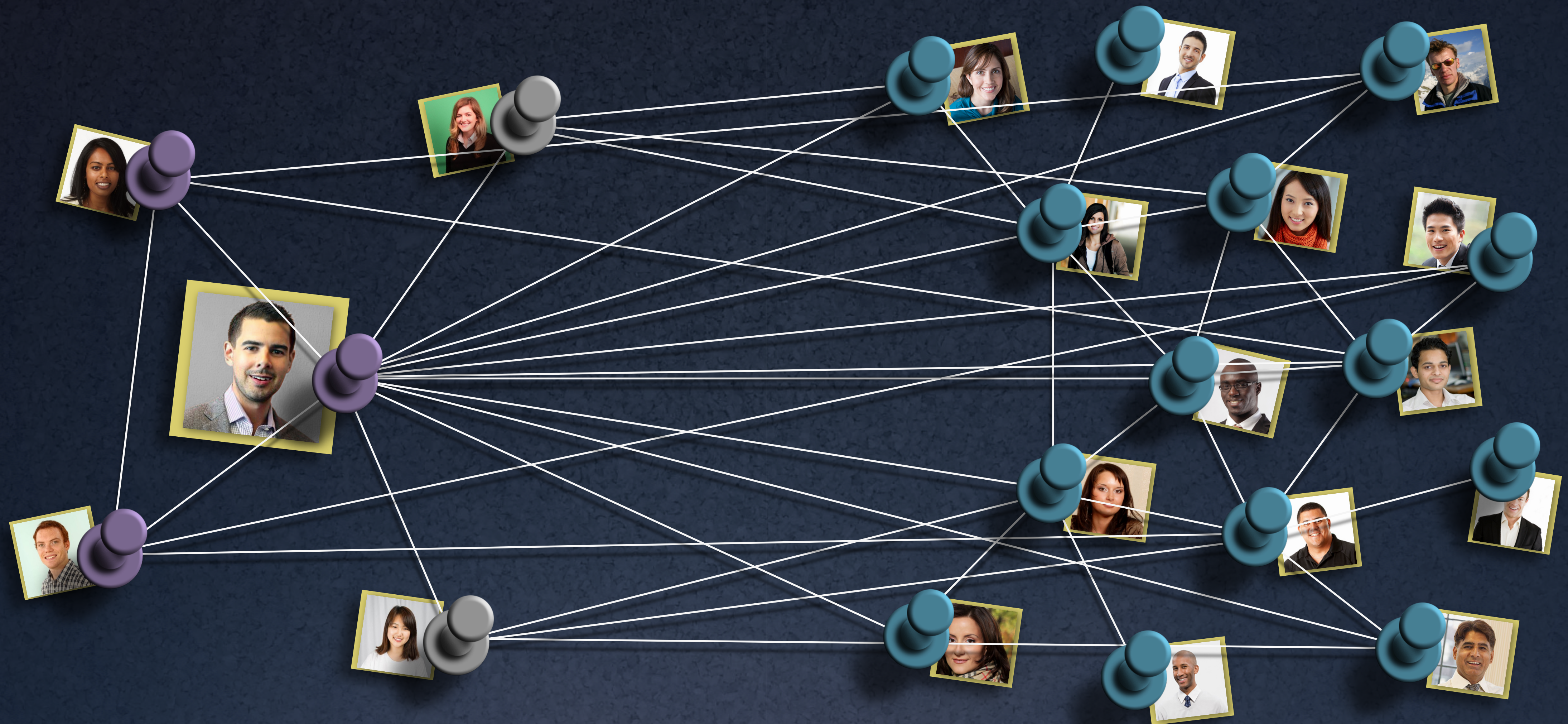


# Leverage your network





# Leverage your network







Bazaarvoice

Internet • Austin, Texas Area • 501-1000 employees

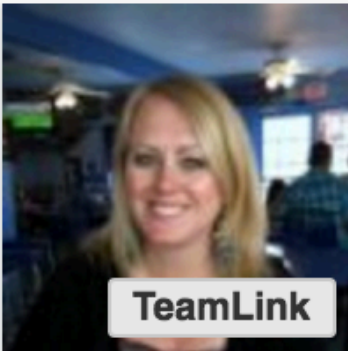
50  
Leads

Saved

Lead recommendations

How you're connected (446)

TeamLink™ connections (25)



Holly Socha  
Senior Client Care Manager  
Austin, Texas Area

TeamLink

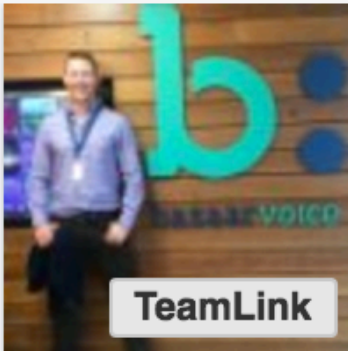
Save as lead



Gene Austin  
President  
Austin, Texas Area

TeamLink

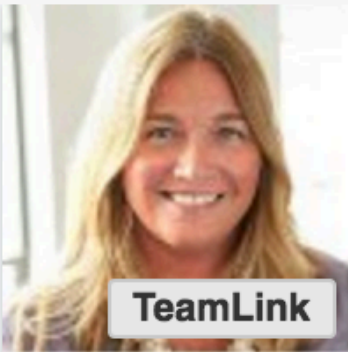
Saved



Mike Cooper  
Head of Inside Sales & Sal...  
Kingston upon Thames, Unite...

TeamLink

Save as lead



Suzanne Skop  
VP of Media Sales  
Greater New York City Area

TeamLink

Save as lead



Claudia Georges  
Market Development Mana...  
Sydney, Australia

TeamLink

Save as lead



See more TeamLink™  
connections



953 employees at Bazaarvoice. [See all employees](#)



Shared an update

10d

m

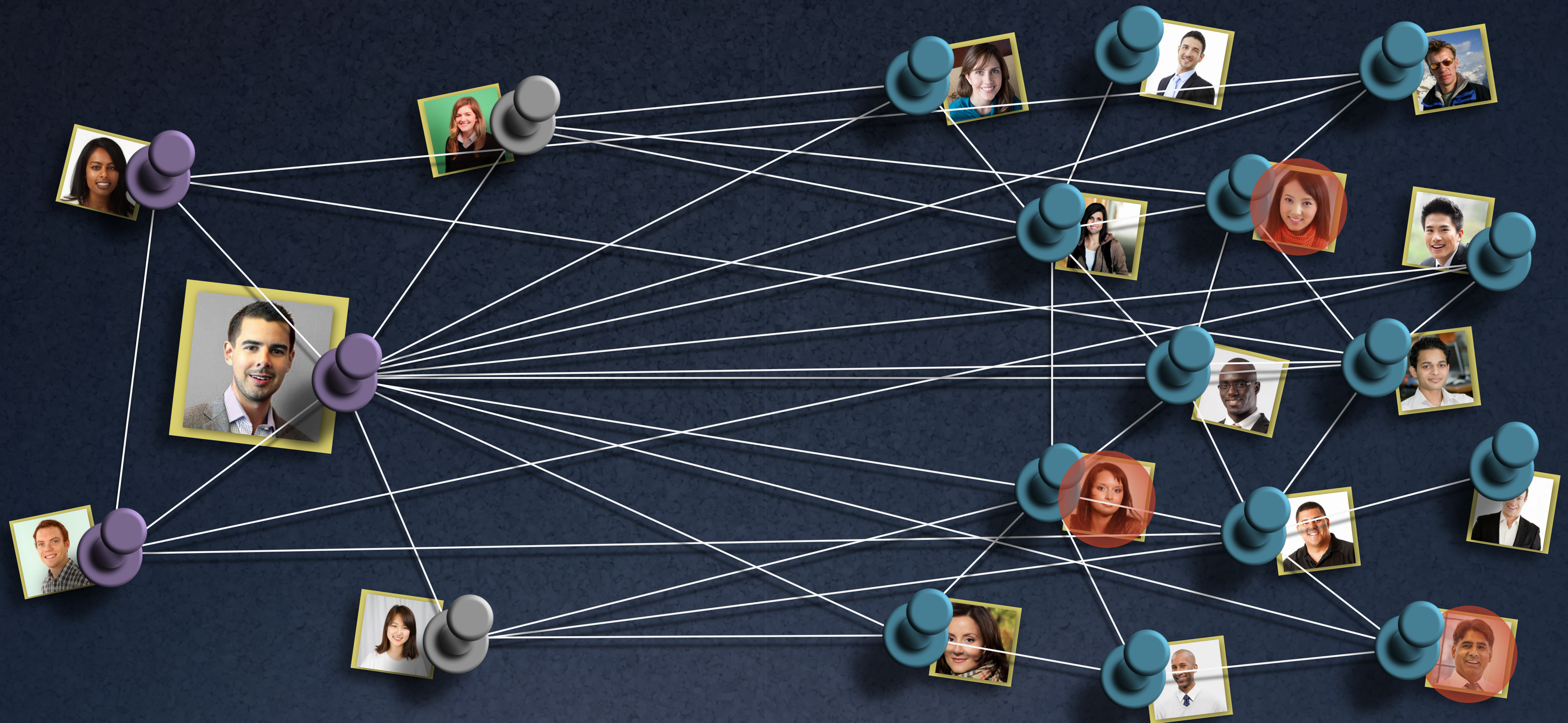
Filter your updates



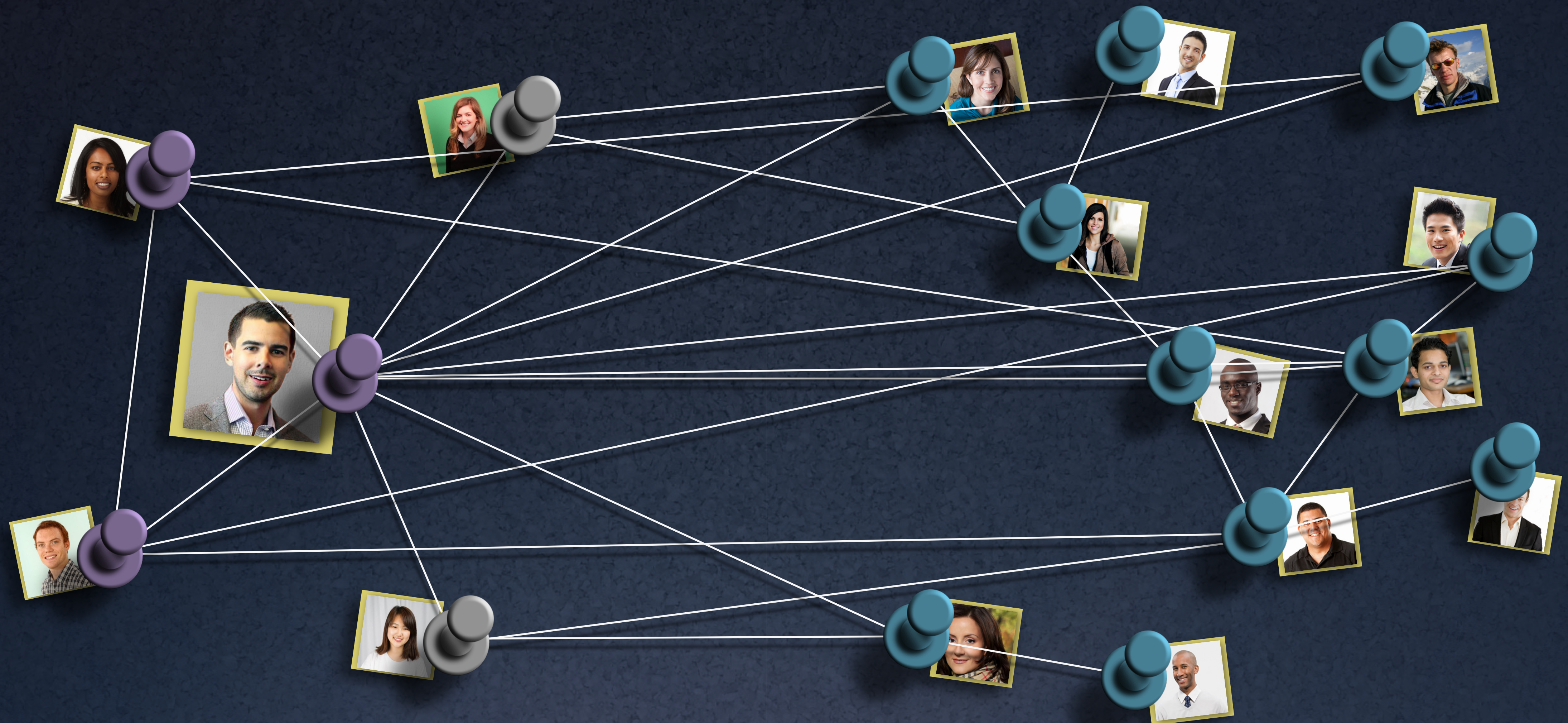
All updates



# Stay on top of job changes











**Walter Robinson** had a job change ✓  
Sr Sales Manager at [BazaarVoice](#)

Message

1h



**Amy Nguyen** had a job change ✓  
Director of Sales and Marketing at [Quantcast](#)

Message

1h

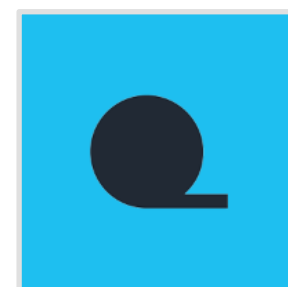


**Megan Wilson** had a job change ✓  
Sales Specialist at [Quantcast](#)

Message

1h

Say "Congrats!" to this newly promoted decision maker



Sales Specialist at Quantcast  
Previously – Sales Specialist at BazaarVoice

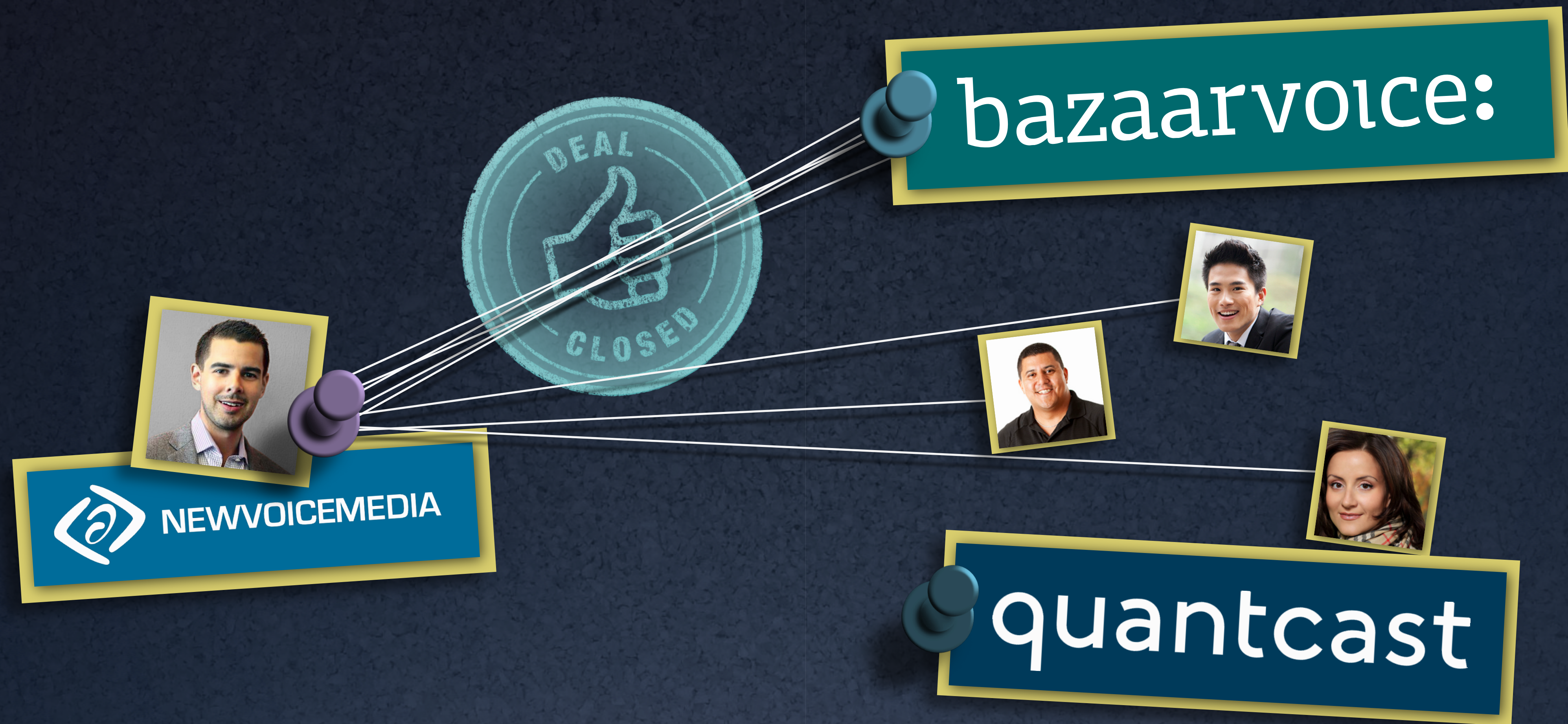
1h





bazaarvoice:











# Peak Performers Club







Doug Ruth Jr

Account Executive



Doug Ruth Jr

Regional Vice President of Sales



# 73%

influenced revenue

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**NEWVOICEMEDIA**



Strengthening our  
relationships with  
customers



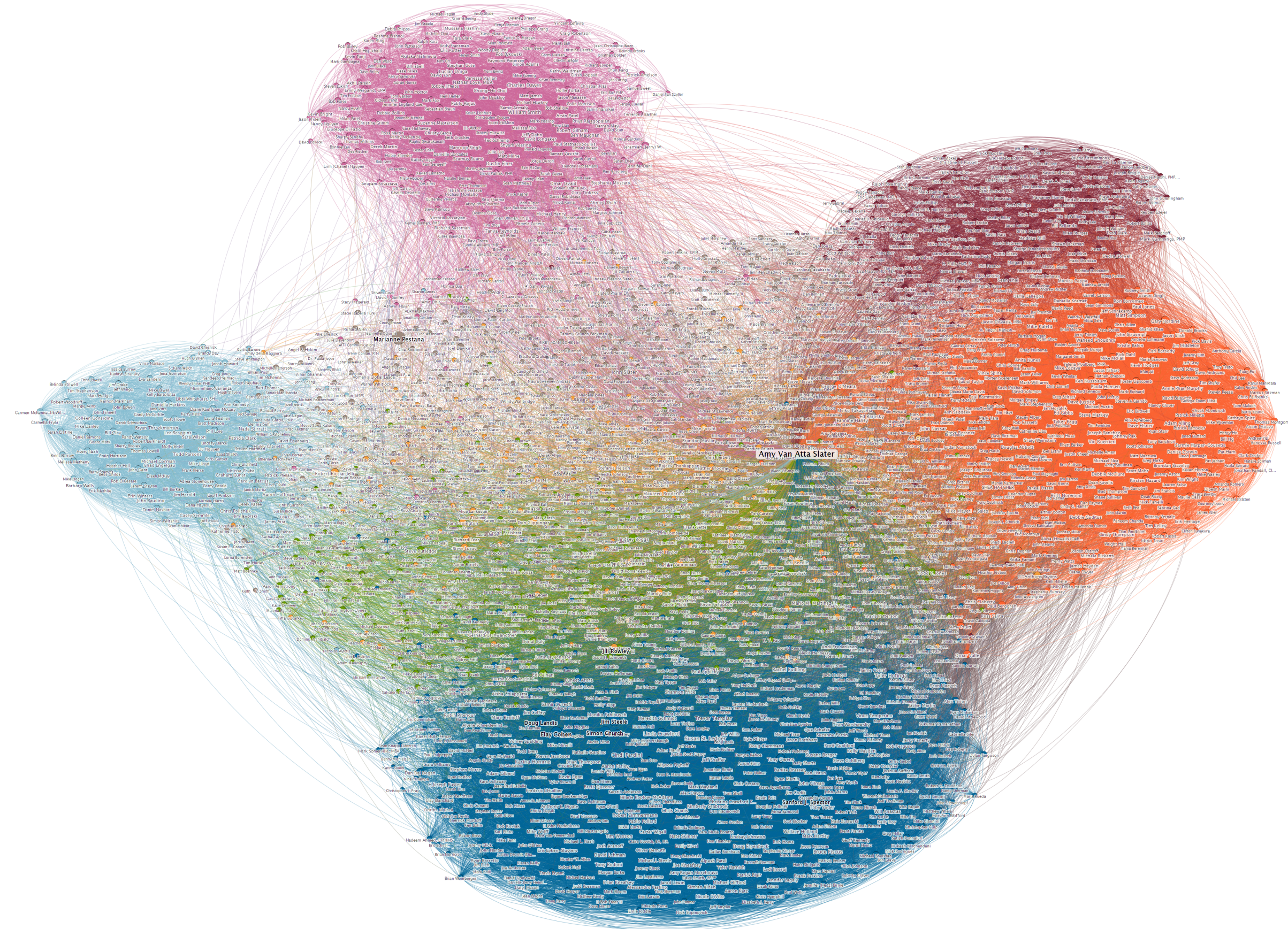
Doug Ruth, Jr.  
Account Executive  
NewVoiceMedia

Strengthening our  
relationships with  
employees



Amy Slater  
SVP of Worldwide Sales Ops  
Rovi Corp.





# Leveraging her network



# Sharing content



## The 24-Hour Challenge

Published on September 22, 2015



**Amy Van Atta Slater** | [Follow](#)  
SVP, Worldwide Sales Operations at TiVo



174



36



69

### Stop Complaining

*Go 24 hours without complaining (not even once). Then, watch how your life starts changing. –Katrina Mayer*

Not long after the vulnerability wrecking ball knocked down the concrete wall around my soul, I was blessed with another close encounter of a new dimension. Raw and exposed, I felt that my awareness was at a much higher frequency. It seemed that the universe was pointing me in a new direction.

I was at a fairly new job at Salesforce.com when I had the opportunity to attend a 50-person sales offsite in Scottsdale, Arizona. The group was large enough to generate tremendous energy yet small enough for us to meaningfully engage. As the taxi pulled in to the driveway of the hotel, I took several deep breaths of the dry desert air. I still had the tan line on my finger where my wedding ring had nestled for 17 years. It was an obvious reminder that I was truly on my own.

On the first day of the offsite, we had a full agenda. Despite the Arizona heat, I sat shivering in the large conference room that was air conditioned down to a bone chilling temperature. Eight large tables filled the room, and I chose a table not far from the exit in case I needed to make a quick get-away. Once the seats were filled, the day quickly unfolded and, to this day, it remains one of the most inspiring days of my life.





Investing in  
social tools

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# Top salespeople value Social Selling tools

Top  
Salespeople

77%

Overall

59%





# More social selling heroes

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Mac Witmer



Ben Thibeault







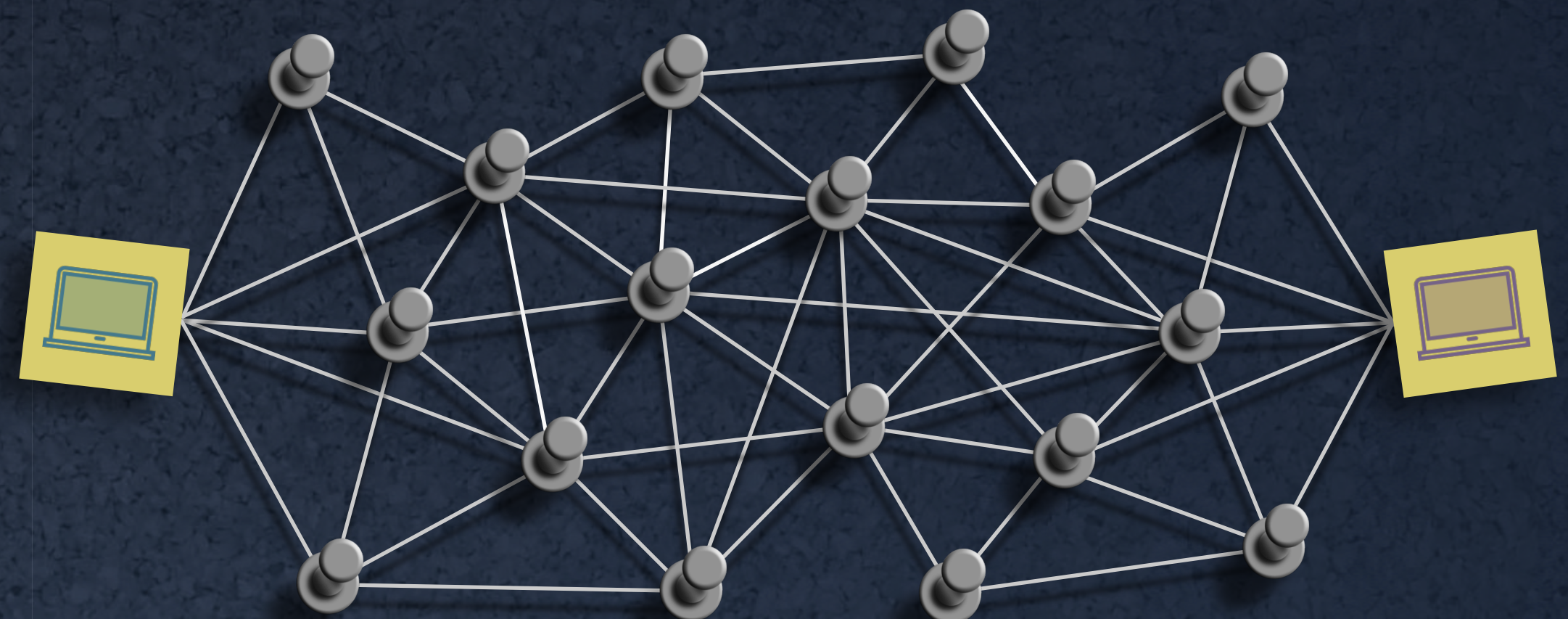
# Point-to-point

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# Networked

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SaCCo Select  
New York 2016