



# Sales Connect

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# Walk This Way: How Social Selling Put Persado on the Path to Success



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Social selling is the action of using your network of personal connections to build new relationships and close deals

# The Persado Sales Challenge



A brand new  
category

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What is  
cognitive  
content?



Little brand  
awareness

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Who is  
Persado?



A huge  
market

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Who doesn't do  
digital  
marketing these  
days?

# Calibrating for Social Selling



Educate the  
team

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Importance of  
network



Trained and set  
up operations

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Quotas and  
incentives



Reinforce  
their training

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SDR  
Playbook

A person wearing a blue collared shirt and a grey jacket is holding a smartphone. The image is dark and moody. A large white percentage '23%' is overlaid on the center of the image, with a blue horizontal line underneath it.

# 23%

Increase in  
opportunities using  
Sales Navigator

A woman with long dark hair, wearing a blue puffer jacket, is sitting and reading a magazine. The background is a blurred library or bookstore with bookshelves and other people. The text is overlaid on the image.

# Hearst Magazines

Social Selling Case  
Study No. 1



# Fortune 500 Fashion Retailer

Social Selling Case  
Study No. 2



# Q&A



More questions?

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