



The Rise of Social Selling in the UK

LinkedIn



About **the research**

Market Cube, on behalf of LinkedIn, conducted research among an online sample of 1,000 sales and business development professionals in the UK between December 21, 2015 to January 12, 2016.

For the purposes of the research, “sales intelligence tools” were defined as platforms like LinkedIn, Facebook and Twitter.

Top performing salespeople include respondents that considered themselves within the top 25% of their sales organisation, and indicated that they expected to overachieve target revenues by at least 25%.

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Welcome to
**the age of
social selling**





“The real force driving the social selling revolution isn’t a sales guru coming up with an ingenious new means of convincing buyers – and it isn’t even a platform like LinkedIn, which provides the means and the opportunity for social selling to take place. The real driver is the changing expectations and agendas of buyers themselves. This is why social selling is so irresistible as a revolution – and so transformative in its impact.”

- LIAM HALPIN

Senior Director LinkedIn Sales Solutions EMEA, LinkedIn

From sales tools to CRM platforms, social networks to digital media; technology is transforming the sales industry. In this eBook, we explore the importance of technology in the UK sales landscape and how social media helps build relationships with prospects, by empowering salespeople with unique insights into their buyers.

We look at how top UK salespeople are embracing digital tools to close more deals and increase their revenue. We also spotlight who is leading the way in sales, and how they are doing it. Most importantly, we share practical social selling advice that you can take away and implement today.



What is **social selling?**



Social Selling is about leveraging your social networks to find the right prospects, build relationships, and ultimately, achieve your sales goals.

Today's buyers spend more time than ever before researching online and via social media before they get in touch with a potential vendor. In fact, they are often over 60% of the way through the buying process before they speak to a salesperson. Social selling enables you to develop relationships with these buyers throughout the sales cycle and not just towards the end.

Social selling can save you time and money. By helping you find and connect with prospects more effectively than traditional sales, this sales technique eliminates the need for cold calling and can help you achieve your sales goals more efficiently. By nurturing and building your social networks, you can grow and maintain relationships with prospects as well as find new ones. This eBook will explore how and why social selling can help you close more deals and even exceed sales quotas.





What are the
benefits of
social selling?



The benefits of **social selling**



Shorten your sales cycle



Engage buyers at the right time



Increase your team's productivity



Understand your prospects better



Spot new opportunities for lead generation



Position yourself as a thought leader

Social Selling makes salespeople more efficient. With access to more information about prospects than ever before, technology has removed the need for cold calling and is empowering those who work in sales with a wealth of data. By getting to know prospects more quickly and in more depth, the sales cycle can be shortened.

Being active on social media and sharing relevant industry content positions you as a thought leader. Not only are potential customers more likely to find you, but this also helps to build your professional brand.



The behaviour of top UK salespeople

Top salespeople in the UK are using a range of digital tools to help them close more deals and boost their overall sales results. In fact, the real leaders of the pack prove that sales technology is critical for business success and they use technology more frequently than the average salesperson.

As well as being more likely to use productivity apps and email tracking, top salespeople in the UK rely on social selling. Almost a quarter of UK salespeople spend between 5-10 hours a week on social media while 10% spend between 10-20 hours online.

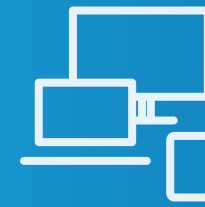
“Santander is an innovative brand. We strive to do things a bank typically wouldn’t do – like using social media and social selling tools. LinkedIn Sales Navigator gives us the right tools and the right information for real relationships. It’s made banking business development the way it always should have been.”

- MIKE DAVIES

UK Head of Business Development, Santander



Top salespeople in the UK spend **two hours a day** on social media



Technology helps
build
relationships



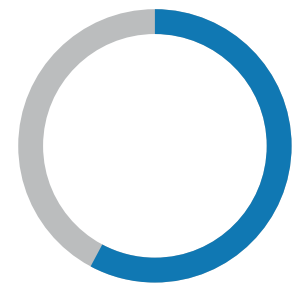


According to UK salespeople, the number one benefit of sales technology lies in its power to enable stronger relationships with prospects and customers. Using technology throughout the sales process is a way of gathering useful insights. Tools such as LinkedIn Sales Navigator make it easier than ever before to prospect, providing sophisticated lead recommendations daily.

But it's not just salespeople that recognise the value of sales technology - companies are seeing the benefits too. Over a third of the salespeople we surveyed anticipate their company will invest more money in sales technology in 2016.

60%


of UK sales professionals use social selling tools to provide value to a buyer from the first interaction





Millennial women are blazing a trail with social selling

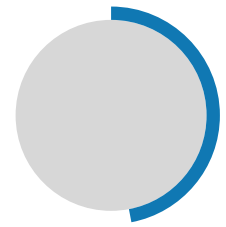


A black and white photograph of two women walking outdoors. The woman on the left is wearing a light-colored trench coat and is smiling while looking at the woman on the right. She is holding a smartphone in her right hand and a handbag. The woman on the right is wearing a dark coat and a patterned scarf, also smiling and looking towards the first woman. The background is slightly blurred, showing what appears to be a building or a street scene.

I open up LinkedIn Sales Navigator as soon as I open up my email. It's open all day. It's something I use all the time, and I know my team feels exactly the same. The job we do is so hard. Anything that helps us is a massive bonus.

- JILL BURNS

*Business Development Manager
Corporate Traveller*



48%

of women under 35 agree social selling tools enable them to improve their relationships with customers

Younger generations and women under the age of 35 are most likely to make the most of social selling technology. Almost half of the millennial women we spoke to agreed that social selling enables them to improve their relationships with customers and prospects.

Millennials are also more likely to value social selling technology than older generations. 58% of millennials rated social selling tools as “critical” or “extremely critical” to their ability to close deals. That’s a 13% increase compared to those aged between 45-54.



What can the UK's
social selling
leaders teach us?

Measuring our social selling is critical to justifying our ROI. SSI is at the core of what we do. On top of that, we have established an educative process to help sales teams understand what the score really means in term of actions that can maximise their Social Selling skills. It is now one of the most important metrics for evaluating our sales reps' performance.

- FERNANDA GURGEL

Senior Social Media Manager, EMEA, Symantec

The top 20 companies in the UK **excelling at social selling** in 2016 are:



Over the next few pages, we've identified three top tips from the UK's social selling leaders for those looking to get more out of their sales process, boost team productivity and increase revenue. The Social Selling Index (SSI) measures your performance against four essential elements. Find out more about your SSI and how to improve it [here](#).



Social Selling **Tip #1**



Relationships **matter**



Leading social sellers make use of all the connections within their own organisations to build relationships with their customers and prospects.

LinkedIn Sales Navigator's TeamLink feature enables you to see who in your organisation could make the key introduction to a potential lead, even if you're not connected with that colleague on LinkedIn.



Social Selling **Tip #2**

Be relevant



Social media has put more power into the hands of the buyer. As today's business decision makers are often over half way through their decision-making journey before they get in touch with a vendor, it's critical for salespeople and brands to engage them within that initial part of the process. Tailoring your pitch to the customer is of course part of the process too.

As well as making sure your LinkedIn profile is up to date, consider publishing posts or sharing articles in your area of expertise. This helps put you in the right place at the right time for when a sales opportunity presents itself.



Social Selling **Tip #3**



Pick **your moment**



Timing is everything when it comes to sales - and it isn't just down to luck.

Through real time insights, LinkedIn helps you identify those people with not only an interest in what you sell but with an *active* intent to buy too. From job changes to social commentary, these signals of intent are readily accessible to social sellers – you just have to know what to watch for.



Get started
today



Get **started today**



Social selling enables you to build stronger and more authentic relationships with potential leads. By using social platforms and the technology now available, salespeople can be better informed than ever before, helping their teams to be more productive and streamline the sales process overall.

Establish yourself as a thought leader by answering questions and engaging with prospects as they make their way through the sales process. This helps you to stand out. By focusing your efforts on social selling, prospects will view you more as a trusted resource. So when you do pick up the phone and make that call, they're much more likely to be warm in response.

Get started today by checking out your SSI score and improve your sales results through social selling. Check your SSI score [here](#).



About LinkedIn Sales Navigator



LinkedIn Sales Navigator is completely designed around the needs of sales professionals, helping to make your role a lot simpler.

To find out more about LinkedIn Sales Navigator, request a demo, and how it can benefit your business visit business.linkedin.com/sales-solutions/sales-navigator

“Our sales teams are making good use of Lead Builder to identify the right contacts within organisations. When they have success with a contact at one organisation they are able to explore people with similar job functions in the same sector, which is a great way of mapping out opportunities. Our team is securing prospect meetings, and valuable opportunities thanks to LinkedIn’s Sales Solutions.”

- JEREMY HARPHAM

Product Marketing Manager, Pitney Bowes Software EMEA



