

**IT'S TIME TO START
SOCIAL SELLING.**

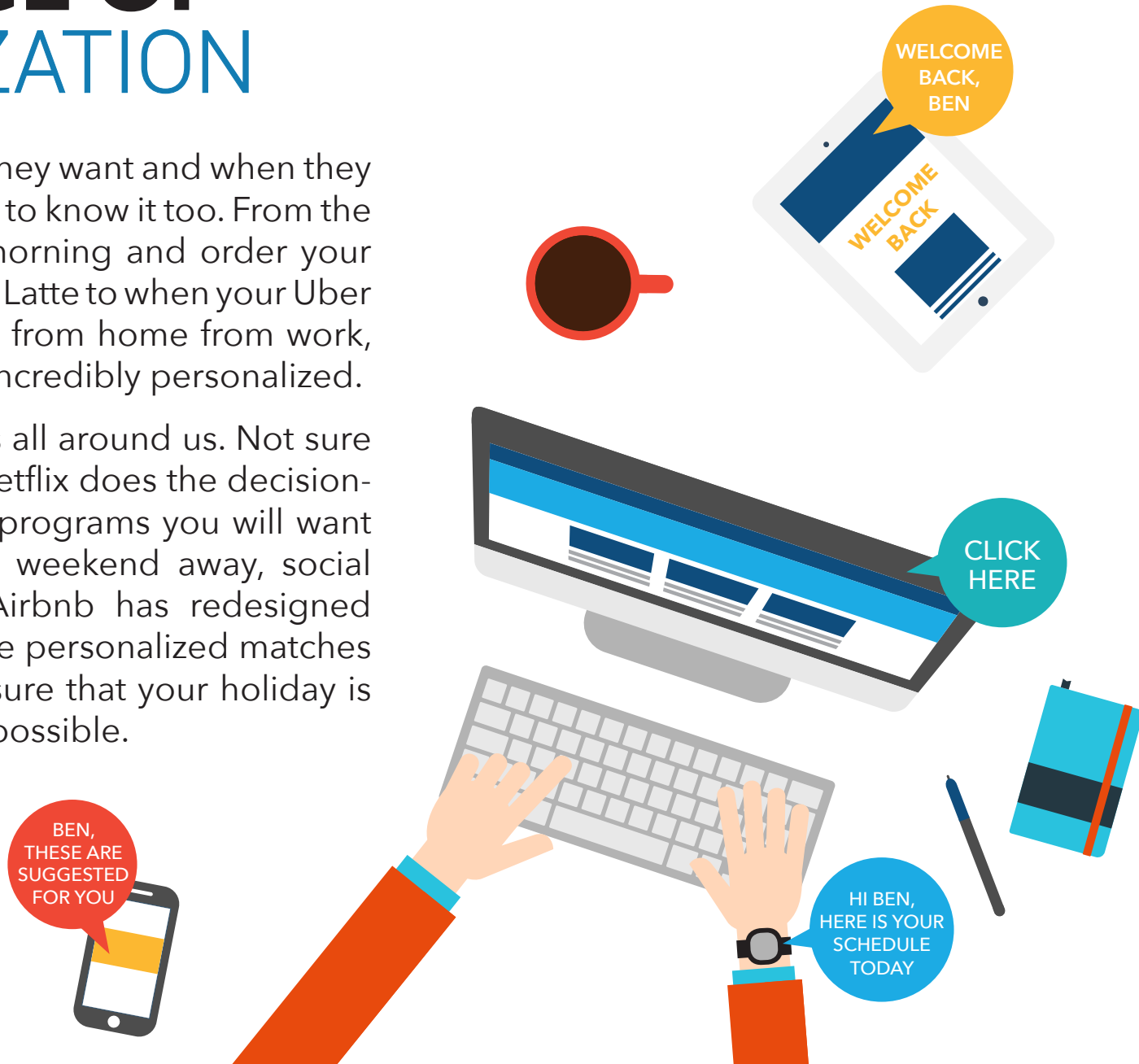
ARE YOU READY?



IT IS THE AGE OF PERSONALIZATION

Today's consumers know what they want and when they want it - and they expect brands to know it too. From the moment you wake up in the morning and order your Starbucks Nonfat, Extra Hot, Soy Latte to when your Uber driver says hello and takes you from home from work, the life of a consumer today is incredibly personalized.

This personalized experience is all around us. Not sure which TV series to start next? Netflix does the decision-making for you by suggesting programs you will want to watch. If you're planning a weekend away, social accommodation-sharing site Airbnb has redesigned the traveller experience to make personalized matches between host and guest to ensure that your holiday is as pleasant - and personal - as possible.

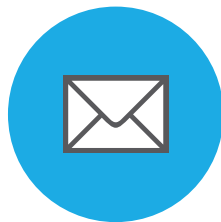


And it's not just our personal lives being affected. This personal approach has entered into the world of business. Technology and social media has fuelled the mass-personalization of the corporate sales process as well.

Buyers already have all the information they need at their fingertips. To get their attention, companies are getting personal – from personalized emails, to tailored product recommendations, website 'welcome back' messages and even special birthday discounts.

It's time for salespeople to get personal, too.

DID YOU KNOW?



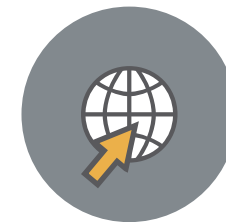
Emails with personalized subject lines have **26%** higher unique open rates than non-personalized emails

(Source: Experian)



40% of consumers buy more from retailers who personalize the shopping experience

(Source: MyBuy.com)



50% of consumers would be more likely to buy from a business if it was tailoring to their individual needs

(Source: O2)

SOCIAL SELLING IS NOT THE FUTURE

It is happening right now, all around us. Every day, we make purchasing decisions based on comments, posts, articles or pictures circulated within our social network. We publicly 'Like' and openly 'Share' content that resonates with us, and look for those in our network to engage with our own content in return.

As a salesperson, you need to know exactly what your customers need, when they need it.



Cold calls, standard sales pitches and discovery questions don't work anymore. Why? Because business today is more personal. We purchase products based on an emotional connection with the seller. And it all happens fast. Social selling enables you to start a two-way conversation and update your sales process to the digital age, now.

Make your prospects want to buy from you as a trusted and useful contact. Show them that you know them, and understand their needs.

To be on the pulse, connect with your prospects socially. Become part of their network.

DID YOU KNOW?



8 of your **10** sales emails don't get opened

IN THE AGE OF PERSONALIZATION, HOW DO YOU STAY AHEAD OF THE GAME?

The future is social. Update your sales process and personalize your pitch to have your voice heard and make tangible impact. Fast track your success.

By adopting social selling techniques, you can better connect with your targets through a personal platform on which they are open and willing to communicate.

Identify those that could benefit from your services, and say hello.

Simon Dale,
General Manager,
Innovation Sales,
Asia Pacific and
Japan, SAP



“The modern executive lives more on social media as a means of engagement than anything else. At SAP, we’ve seen people get opportunities and close deals of significance through social selling. It leads to better stakeholder engagement, especially in lead identification. ”

SOCIAL SELLING ENABLES YOU TO:



LINKEDIN SALES SOLUTIONS

TARGET THE RIGHT BUYERS AND COMPANIES



- Find the right people faster and more easily
- Prioritize the right companies
- Qualify new people at your accounts

UNDERSTAND WHAT BUYERS VALUE



- Keep track of leads and existing relationships
- Stay up-to-date on contacts and accounts
- Research prospects wherever you work

ENGAGE BUYERS WITH PERSONALIZED OUTREACH



- Engage with prospects and customers through your network
- Reach your prospects directly with the right context
- Build your professional reputation

TARGET THE RIGHT BUYERS AND COMPANIES

Your time is valuable, so don't waste it.

Build up a network of customers who have a genuine need for your services and will be receptive to what you have to offer - before you even reach out to them.

Develop a database of warm leads who you know will be receptive to your product or service. Social selling allows you to identify your key targets from the word go, providing a tailored little black book of key contact to boost your impact and sales results.



Do you struggle with lead generation? Just like Amazon suggest books according to your taste, LinkedIn Sales Navigator gives you recommended leads - a daily fresh batch of relevant contacts direct to your home page.

Research these contacts - understand their business and how you can help.



Fabian Au,
Digital Sales
Specialist, Watson
Analytics Asia
Pacific, IBM
Analytics

“ LinkedIn Sales Navigator provides up-to-date news on potential leads and companies, ensuring that I always deliver a timely sales pitch. Lead Builder allows me to segment leads according to industry and company size, making it easier for me to decide what product would best fit their requirements. This personalisation of the pitching process improves the effectiveness of my outreach. ”

Once you've been introduced, it's important to research your leads. In the same way that targeted ads have a knack for showing you products that you are interested in, find out what your prospect cares about, and then show them how you can help.

Sales Navigator gives you relevant, custom insights about your saved leads, such as what content they are posting, their job movements and even their birthday. Learn what makes them tick and build up a rapport by including these insights in your sales pitch.

Be a trusted and respected advisor to your customers, and they will be more likely to purchase your product.

DID YOU KNOW?



7 of **10** B2B purchasers would not even speak to a salesperson until they have done their own research



" I embrace social selling by continuously growing my network. When my connections change jobs, they grow their own networks by adding new colleagues and customers. Through this process, I too benefit, as I can now leverage on their new connections to get warm introductions.**"**

ENGAGE BUYERS WITH PERSONALIZED OUTREACH

Become a thought leader by posting relevant, informative content.

Your personal brand should spark curiosity and inspire buyers to want to know more.

What do you do after a friend recommends a product to you? You Google it. You might also look at their website, reviews on blogs or even the company's Twitter page to see feedback from other users. Potential customers will research you too, so make sure what they find is compelling and engaging.



Brijesh Paleri,
Director of Sales
Operations &
Performance
Management Asia
Pacific, Starwood
Hotels & Resorts



“Having a strong LinkedIn profile should be a given. Just as you don't expect to get noticed or taken seriously if you don't project a good image and have informed opinions at a meeting, you don't expect people to take you seriously on social platforms if you don't have good personal branding. It is the starting point and without it, chances of sales success is very limited.”

Take Virgin CEO Richard Branson's LinkedIn page for example. He describes himself to his nearly 10 million followers as a 'tie-loathing adventurer and thrill seeker, who believes in turning ideas into reality. Otherwise known as Dr Yes at Virgin!'. He regularly posts articles on entrepreneurship, leadership and company culture. Virgin is known for being a daring and visionary brand, and Branson is the face and embodiment of this.

Be an active participant within your social network - share relevant industry news, spark conversations and position yourself as an expert in the field.



IT'S TIME FOR YOU TO GET SOCIAL

Social selling greatly enhances the sales process, and enables you to pack a punch into your sales pitches by personalizing your approach. By connecting with your targets in an accessible, personal and social way, they will be far more receptive to what you have to offer.

SOCIAL SELLING ULTIMATELY ALLOWS YOU TO:

INCREASE REVENUE



SECURE MORE BUSINESS



CLOSE DEALS FASTER



ACCELERATE GROWTH



Social selling makes a good salesperson, better. Stop thinking of sales as a one-way street. Foster relationships and spark conversations. Target buyers who are ready to buy. Become a thought-leader and advisor. Make an impact.

Want to learn more about social selling?

VISIT [SALES.LINKEDIN.COM](https://sales.linkedin.com)

LinkedIn  Sales Solutions