



# THE SCIENCE OF SOCIAL SELLING

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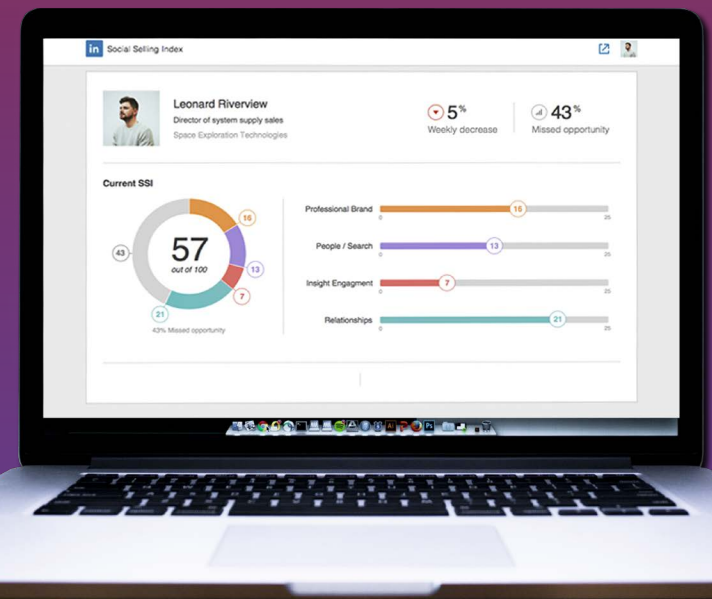
If you believe that social selling is inevitable, we can help you on your journey from belief to adoption and then to ROI. How do you drive adoption when behavior change is hard? And how do you measure results and the bottom-line impact of your efforts? You can measure adoption using the Social Selling Index (SSI). And you can measure results by gauging impact on pipeline and revenue.

Why is measurement so important? You can't change what you don't measure. Think about report cards in school, whether your child's or yours when you were a kid. Report cards tell us a student's GPA, which has been shown to be a leading indicator of success in life. While a high GPA isn't the only factor, it can help someone get into a good college, which can lead to landing a good job. It is an important indicator that a student is developing the right behaviors. While there will always be outliers and other factors, you care about your kid's GPA because it helps you understand whether or not they are on the right track and making progress.

## Measure and improve performance with SSI

The SSI is the equivalent of the GPA for social selling, with a scale of 0 to 100. At the lower end of the range are laggards who are slower to adopt social selling behaviors. And at the higher end are leaders who are excelling at adopting and embracing social selling behaviors on the LinkedIn platform.

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Below are the four components of the SSI, each representing 25 points out of the 100. SSI assigns a score for each component and one overall score. Here's why these four components matter to a sales professional:



### CREATING A PROFESSIONAL BRAND

There is a lot of competition for a decision maker's attention and time, and a lack of a professional presence introduces unnecessary questions. Sales reps are often the first impression a target buyer has of a company, so it's important that they build and maintain a professional brand.



### ENGAGING WITH INSIGHTS

Being a subject matter expert is incredibly powerful in today's world. One LinkedIn client shared an example of the power of this. A couple of the company's top social sellers were constantly engaging by sharing content and insights. When a national news story broke, the media reached out to them for comment. This has had a positive impact on the company because they are now recognized thought leaders in the space.



### FINDING THE RIGHT PEOPLE

Whether you are engaged in an RFP process or trying to make inroads with a promising account, it's important to quickly find the right decision makers and influencers. After all, your competitors are trying their best to connect with these people.



### BUILDING STRONG RELATIONSHIPS

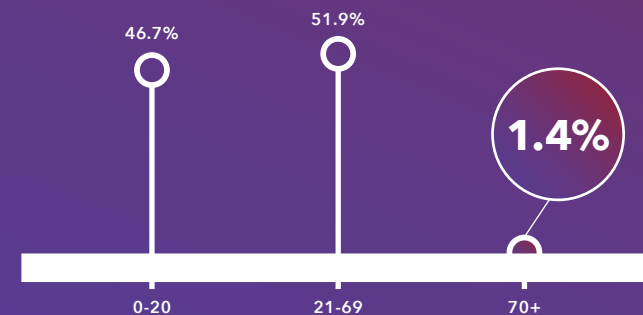
Sales is all about influence without authority. Building strong relationships with higher level people takes effort, but is incredibly important to the sales process. By establishing and building a strong relationship with a champion within target accounts, sales reps greatly boost their chances of ultimately winning over the right people -- and closing the deal.

## The impact of a high SSI

But what about the overall score? Does a high SSI actually matter? We have conducted research comparing social selling leaders with an SSI of 70+ to social selling laggards with a score of 30 and below. The leaders see twice the number of new clients, meetings secured, and opportunities generated via the LinkedIn platform compared to laggards.

Only 1.4% of all sales professionals score an SSI of 70+. The top social sellers are creating an edge for themselves and by extension for their companies. The good thing is, we're trending up. In the past year, we've seen sales reps as a whole move from 21 to 28 on the scale. In other words, on the adoption curve, social selling has just crossed the chasm and is moving into early mainstream.

### SSI distribution for all sales professionals



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