

# The What, Where, Why, and How of #SocialSelling

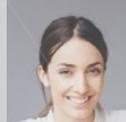
Featuring Social Selling Evangelist Jill Rowley and Social Marketing Expert Koka Sexton



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Mary West



**Mary West**  
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Current	Omni Corp
Previous	Salesforce.com
Education	Wharton School of Business

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## Introduction

# The Rise of Social Selling

According to comScore, 82% of prospects can be reached via social networks. We could probably leave it right there as reason enough for salespeople to leverage social selling. But we won't.

Instead, we've called upon two experts in the field to educate us on all things social selling: **Jill Rowley** and **Koka Sexton**.

On the following pages, both will share the ins and outs of social selling, including answers to the following questions:

- What is social selling?
- Where does it happen?
- Why should salespeople be involved?
- How can you become an effective social seller?

Jill  
Rowley



*Rowley spent six years as a consultant and 13 years as a salesperson on quota, including a decade at marketing automation company Eloqua. When Eloqua was acquired, Rowley then trained a sales team of more than 23,000 on social selling best practices. She is now a highly sought-after evangelist for social selling and enablement.*

Koka  
Sexton



*Sexton is one of the most recognized social marketing experts in the technology industry. He has more than 10 years' sales experience and a passion for social media, which he promotes through global speaking engagements and customer trainings. Sexton's expertise includes using social networks to drive lead generation and much more.*

## Chapter 1

# WHAT is social selling?



years: print led to radio, which led to television, which led to email and the Internet in all its different forms. Social selling is the new channel for building business-to-business (B2B) relationships that are based on a mutual exchange of value.

Odds are you've heard of social selling, but could you confidently explain to a colleague what it means? According to our experts, social selling involves leveraging social networks to connect more effectively to your customers and future advocates,

enabled research to build relationships that drive revenue," says Rowley.

### The Modern Buyer

"No one has ever wanted to be sold to," says Rowley. And now, more than ever, buyers have choices. They don't have to tolerate a salesperson and a sales process. Web, mobile, and social tools provide give buyers practically any information they could want, whenever they want it.

“Social selling is a lot like traditional selling in that you use it to build relationships.”

- Jill Rowley



Modern buyers are connected and educated. When choosing their short list of vendors, they are most likely to reach out to their professional networks to see which solutions their friends and colleagues are using. It's that feedback that is mostly likely to influence their buying decisions.

### **Don't Get Left Behind**

Companies, sales executives, and salespeople must now adapt to this modern buyer or be replaced. "The

train has already left the station," says Sexton. "And we're finding that it's starting to move really quickly." Regardless of what industry you're in, it's time to climb aboard.

## Chapter 2

# WHERE does it happen?

Social selling takes place over social networks. But not all of these channels should be leveraged in the same way. Here is Sexton's take on how three of the major social networks fit into the social selling universe:

### **LinkedIn**

LinkedIn gives users the opportunity to leverage their personal brand, discover insights, connect to the right people, and, most of all, build relationships. LinkedIn's Sales Navigator tool is specifically designed to connect buyers and sellers.

### **Twitter**

Twitter is an ideal forum for conversations. Users can talk to venues, brands, celebrities—and, most importantly for social selling, individuals they want to connect to. Twitter can also be used to find persons of interest who you may want to add via other networks.

### **Facebook**

According to Sexton, Facebook is still considered a very personal network, especially in the U.S. As a result, it isn't commonly used in the world of

“Social selling is a lot like traditional selling in that you use it to build relationships.”

- Jill Rowley



professional social selling, especially with B2B. B2C brands tend to treat Facebook as a form of advertising.

### **Being socially acceptable**

Sexton advises users to become “socially savvy” before diving in. By this, he means understanding each network and its unique context, nuances, and tools.

For example, hashtags are commonly used on Twitter, while on LinkedIn, @ mentions are a great way to share content with specific connections

in your network. Similarly, while images are king on social channels like Facebook, professionally oriented networks like LinkedIn tend to value meatier, business-oriented written content.

## Chapter 3

# WHY does it matter?



So why is social selling such a big deal? Still not convinced you should add it to your sales repertoire?

The following statistics just might change your mind:

- 92% of B2B buyers now start their buying process on the web. - comScore
- Decision-makers consume five pieces of content, on average, before they are ready to speak to a sales rep. - IDG Enterprise
- 77% of B2B buyers said they did not talk with a salesperson until after they had performed independent research. - CEB
- 84% of B2B decision makers begin their buying process with a referral. - Edelman Trust Barometer
- The success rate of cold calls to appointments is 0.3%. - Kenan-Flagler Business School at the University of North Carolina
- 77% of buyers say they are more likely to buy from a company whose CEO uses social media. - Marketer
- More than 72% of salespeople using social selling as part of their sales process outperformed their sales peers and exceeded quota 23% more often. - Aberdeen Group

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## Chapter 4

# HOW should it be used?



Now that you're convinced that you too should be selling socially, what's the best way to get started? Below are five proven tips from our experts:

### **1. Build a buyer-centric profile.**

As much as salespeople are using LinkedIn to find buyers, buyers are using LinkedIn to decide if they want to have a conversation with salespeople. Optimize your profile so the buyer learns something about you and the value you offer right away. Your LinkedIn page should not target recruiters.

Instead, look at it through the eyes of the buyer. If they read "quota crusher" and "expert negotiator," they are going to run. "They don't want to deal with that," says Rowley.

### **2. Always be connecting.**

Rowley has updated the ABC of Sales, "Always Be Closing," to "Always Be Connecting." Because buying is often done in committees, it important to socially surround yourself with buyers and their sphere of influencers.

This methodology involves following them on Twitter and retweeting content they share. You can also determine a lot about the potential buyer by seeing who they follow. Tailor the content you share to that. Rowley explains her philosophy this way: “Content as currency not only of the modern marketer, but of the modern sales professional.”

### **3. Don't immediately pitch.**

One of the worst things you can do as a social seller is to share a valuable article or video with a potential buyer, make a connection as a result, and then immediately give them your sales pitch.

Take the time to nurture the relationship. Become interested in your prospect and her needs, both as an individual and within the larger context of her company. “To be interesting, you have to be interested,” Rowley advises.

### **4. Research, research, research.**

One of the biggest benefits of social selling, and

of social media in general, is that it allows you to research your potential buyer. This should always be done before you call, send an email, or meet them for an appointment.

Researching your prospect's needs empowers you to share information and articles that actually provide value. “Your job is not to close,” Rowley explains. “It's to coach towards success.”

### **5. Get everyone involved.**

The practice of social selling should not be limited to the salesperson or sales leader. Every executive and employee has their own network and can leverage social channels to serve as brand ambassadors by speaking the language of the company.

Use gamification to encourage involvement. Turn the spotlight on someone in your company who has successfully made a contact or increased brand awareness, and have that person share best practices with the rest of your team.

# Conclusion:

# The Future of Social Selling

Both Rowley and Sexton predict a future in which sales territories are no longer defined by geography and zip code. Instead, relationships and networks will be the determining factor.

If people prefer to buy from those who they already know, like, and trust, it makes sense to allocate territories based on that relationship strength. In the meantime, the effectiveness of social selling is showing no signs of abating.

Salespeople everywhere can and should leverage social channels to grow their network, build relationships with future advocates, connect to customers, share valuable content—and, as the end result, drive more sales.

All of these social selling relationships can be managed with the Salesforce Sales Cloud's CRM application. The technology makes it easy view contacts both via the web and a mobile device, collaborate across teams, track goals, and much more.



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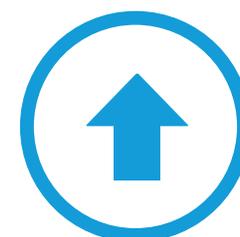
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