



# LEARNING THE ART OF SOCIAL SELLING

THE EASY WAY

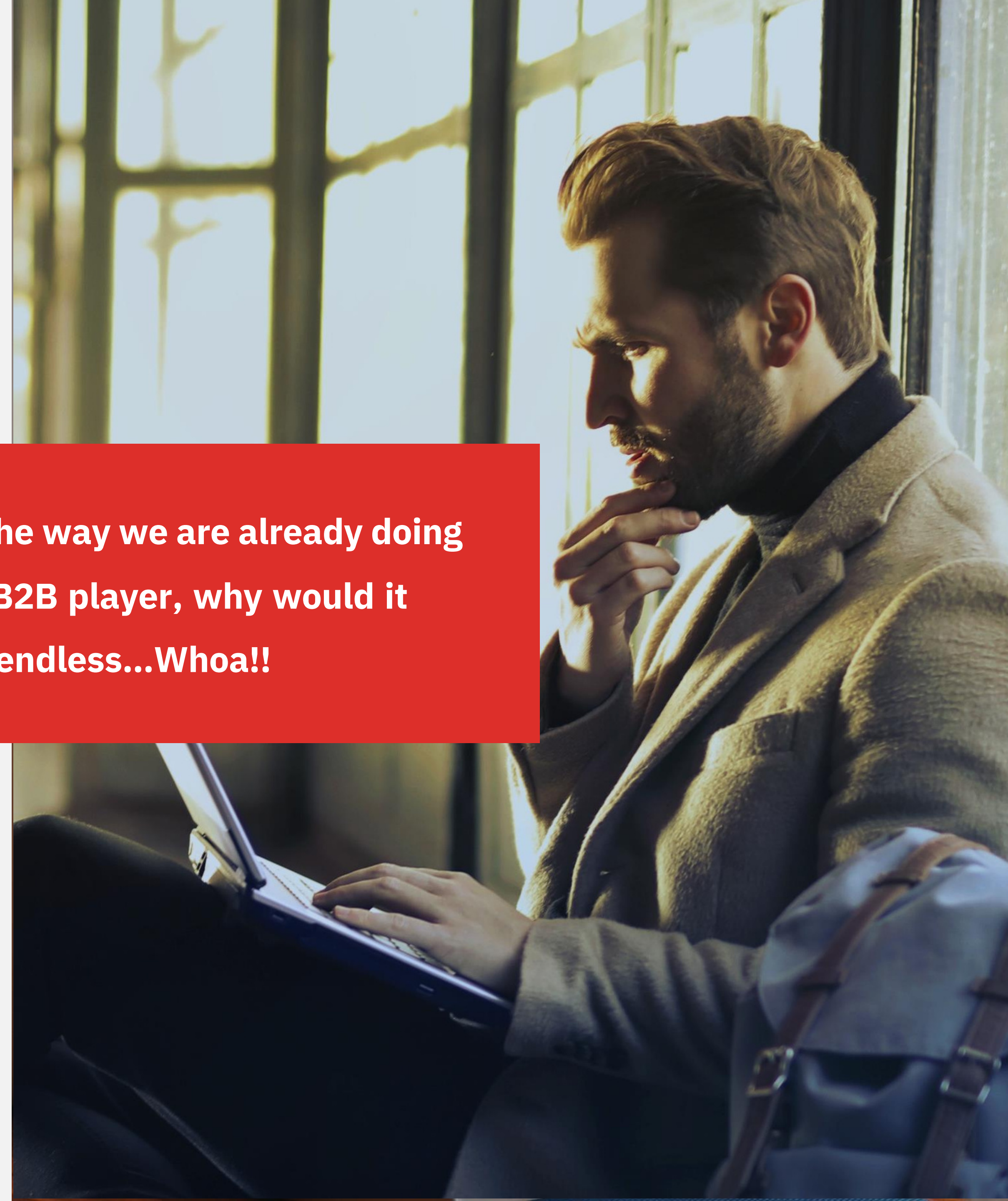




In the dynamic times we live in, it is tough to differentiate between what's a buzzword hype and what's really changing the grounds beneath our feet! One typical example is Social Selling.

**What is it? How is it different from the way we are already doing our sales? Is it just a hype? I am a B2B player, why would it be important for me? And the list is endless...Whoa!!**

Let us help you understand the nuances of 'Social Selling' and clear your doubts, equip you with all relevant info and get you ready for the shift you may have to make. Sounds good? So, let's proceed...







# What is Social Selling?

This one is simple! Leveraging social media to connect with your existing and prospective customers.

## But B2B and Social Media?

Some myth-quashing time! Firstly, it is not a hype and if you're a B2B player, social selling IS IMPORTANT for you. Period.

**It is all about leveraging the extensive reach of social media to build engagement with prospects and make use of the same for a personalized sales interaction.**



# I'm Still Confused

Social Selling is a less intrusive, conversion-oriented, long-term strategy which will help you build long-lasting relationships. Cold calls or those intro mails are quite passé after all.

**A research conducted by International Data Corporation (IDC) reveals that 75% of B2B buyers and 84% of C-level executives use social media to support their purchasing decisions.**







# Time to teach you the tricks of the trade and help you master this game called Social Selling

## ✓ Be present

Make sure you have optimised profiles so that you don't get lost in the herd. You don't want to be seen as old-school, right!

## ✓ Be yourself

Automated liking or commenting is easily distinguishable from a human response. People like to engage more with humans rather than with chat bots.

## ✓ Listen

Only by efficient social listening, will you be able to put together a customised message for your prospect

## ✓ Add value

Hard selling or promotional pitches are quick recipes to lose the game in the social world. By aiding your prospects with valuable insights, you will help them in making informed decisions.

## ✓ Nurture

It's all about building relationships. Be it congratulating a prospect on a new job role or sharing your thoughts on his recent media coverage, it's important to show that you are listening.



In these times of heightened personalisation and full-throttle leverage of social media, staying aloof from the trend is sure-shot way of spinning downhill.

Alternatively, you can invest your time and effort into leveraging the social medium for building an edge over your peers.

## Remember

Social landscape is open to all, the one who leverages it faster and in a smarter way, is going to be the one having the last laugh. You're waiting for what now –spring up from that couch, influence your prospects and bring home those online revenues to offline closures!



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