

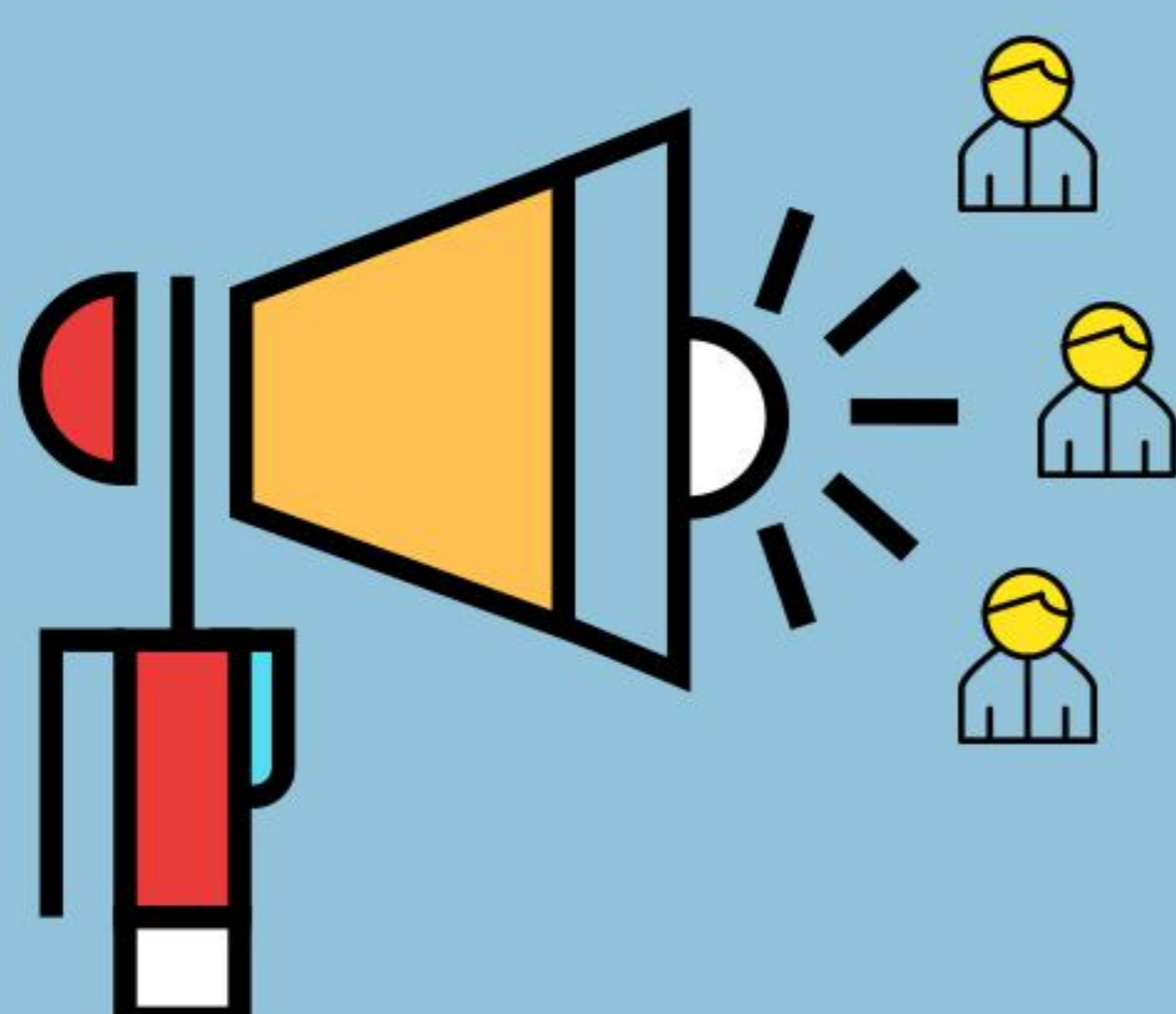


# SOCIAL SELLING

A B2B renaissance!

## SALES BUZZ

By 2019, there will be around 2.77 billion, social media users around the globe, up from 2.46 billion in 2017 active social media users worldwide, it has rapidly become a buzzword in the selling world.

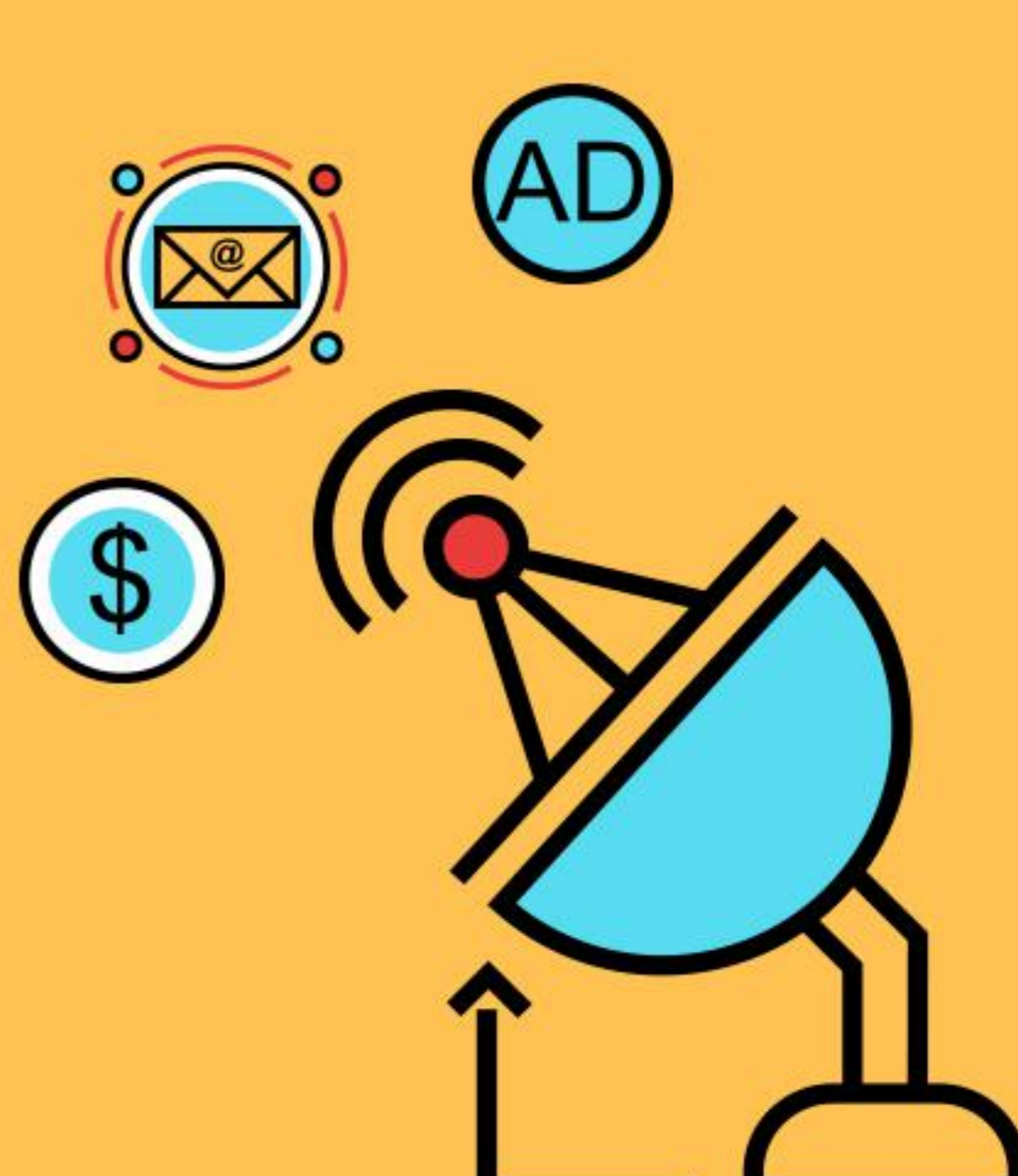


- 91% of B2B buyers<sub>2</sub> are now active on social media.
- Around 70% of B2B buyers<sub>3</sub> conduct more than half of their research online before making a purchase.
- 84% of C-Level executives<sub>2</sub> use social media to make purchasing choices.
- 50% of B2B buyers<sub>4</sub> seek out information on products and services on social media.
- 57% of buying decisions<sub>5</sub> are made before engaging with a sales representative.

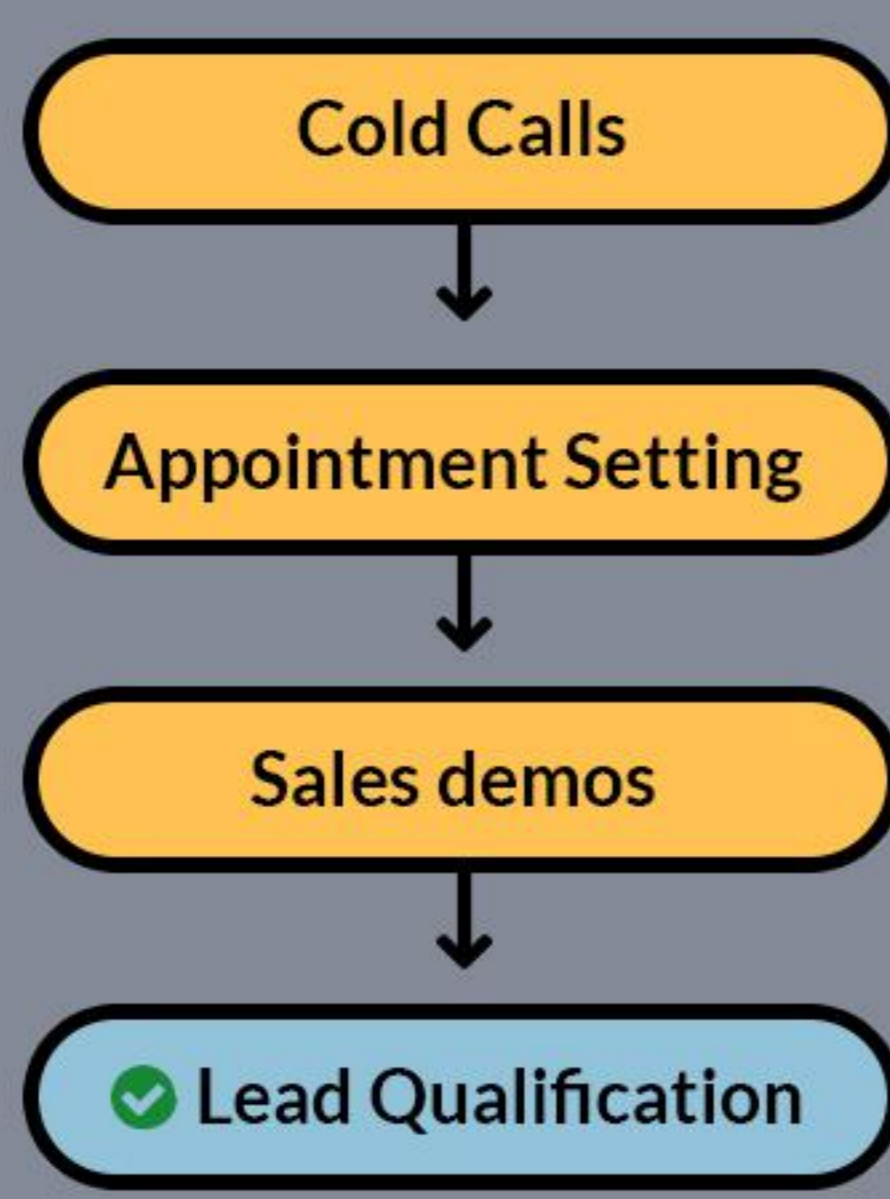
## DIGITAL MAKING INROADS IN B2B LANDSCAPE

9 out of 10<sub>6</sub> top-level B2B decision makers do not respond to cold outreach

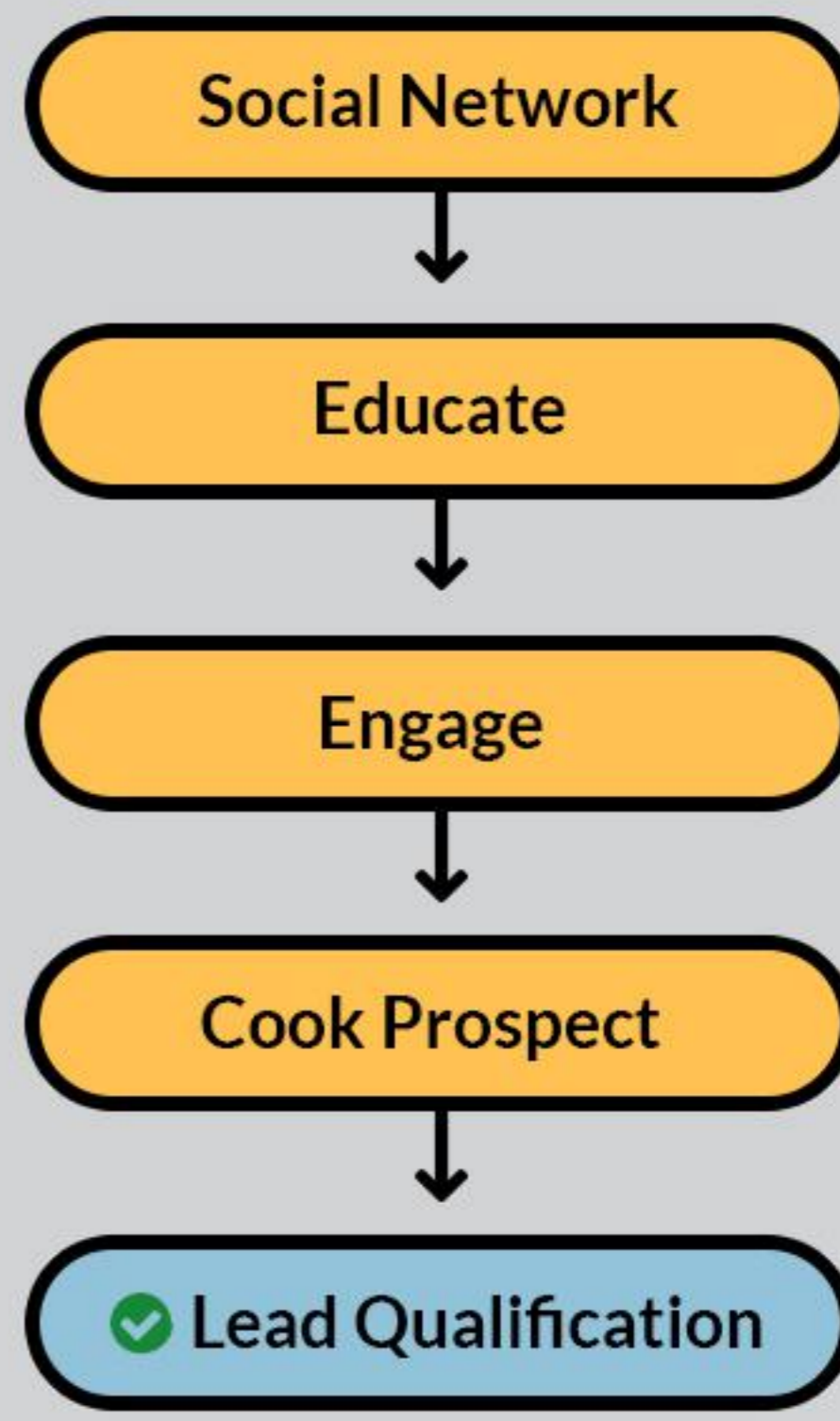
- 92% of B2B<sub>7</sub> buying decisions are influenced by digital channels.
- B2B companies that blog 11+ times per month witness almost 3X more traffic<sub>8</sub> than those blogging 0-1 times per month.
- 82% of the B2B buyers<sub>9</sub> agree that winning vendor's social content had a significant impact on their buying decision.
- 49% of B2B enterprises<sub>10</sub> have developed formal social selling program, and 28% are in the process of doing so.
- 90% of marketers<sub>8</sub> say that social media marketing increased their business exposure.
- 36% of the B2B marketers<sub>11</sub> believe that social selling will become the 'default' way to engage with buyers in the future.



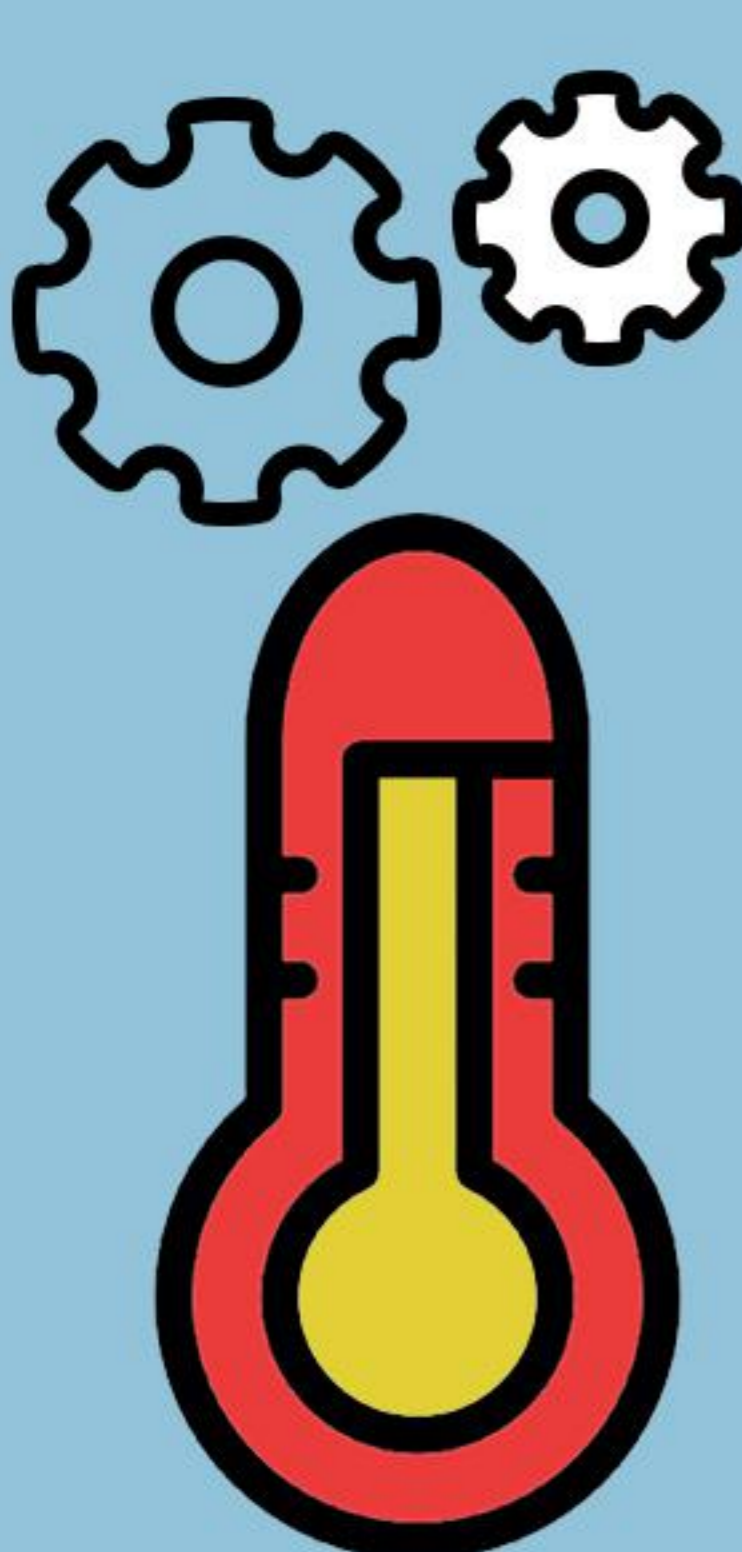
### SALES BEFORE THE SOCIAL ERA



### SALES IN THE SOCIAL ERA



## SOCIAL SELLING – A SUCCESS BAROMETER?



- An enormous 71% of the sales professionals<sub>12</sub> are already using social selling tools.
- 90% of the top performing sales people<sub>13</sub> now leverage social selling tools to generate more sales opportunities.
- Sales reps with high social network activity achieve 45% more sales opportunities<sub>14</sub> and are 51% more likely to hit their sales quotas.
- Compared to non-social sellers, social sales reps are 40% more likely to hit their revenue goals<sub>15</sub> and can expect 57% higher ROI.
- More than 72% of the B2B salespeople<sub>16</sub> outperformed their sales peers in prospecting from social media, and more than half of them closed deals as a direct result.
- Over 66% of marketers<sub>17</sub> experienced enhanced lead generation via social media.
- Around 31% of B2B professionals<sub>18</sub> agree that social selling tools helped them build deeper relationships with clients.
- Sales representatives using social selling techniques have reported a whopping 55% customer renewal rate<sub>19</sub>.

## EFFECTIVE SOCIAL SELLING

- Create a professional brand
- Choose the platform basis relevance and TG's presence
- Focus on the right prospects
- Engage with insights on relevant news and industry content
- Personalise according to the different customers' needs
- Be responsive and build trusted relationships
- Integrate Social selling with sales process
- Regular monitoring and social listening



## BE AWARE! BE CAUTIOUS!



- Measuring ROI from Social media is daunting
- Employees are the mouthpiece and represent brand image
- Difficult to control the negative fallout of a mistake
- Customer reviews are important
- Time consuming and crowded
- Online stuff 'lives' forever

### Sources::

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