



# The Art of Social Selling *with* Shane Gibson

“

If the rate of change on the outside exceeds the rate of change on the inside, the end is near.

- Jack Welch

“[the present crisis] is accelerating the growth of e-commerce, bringing changes that were expected in **2030** to today's market.”

Tobi Lutke  
**Shopify CEO**





“I’m not going to the store anymore, I just order it online and they bring it.”

– Beverley Gibson (my Mom)

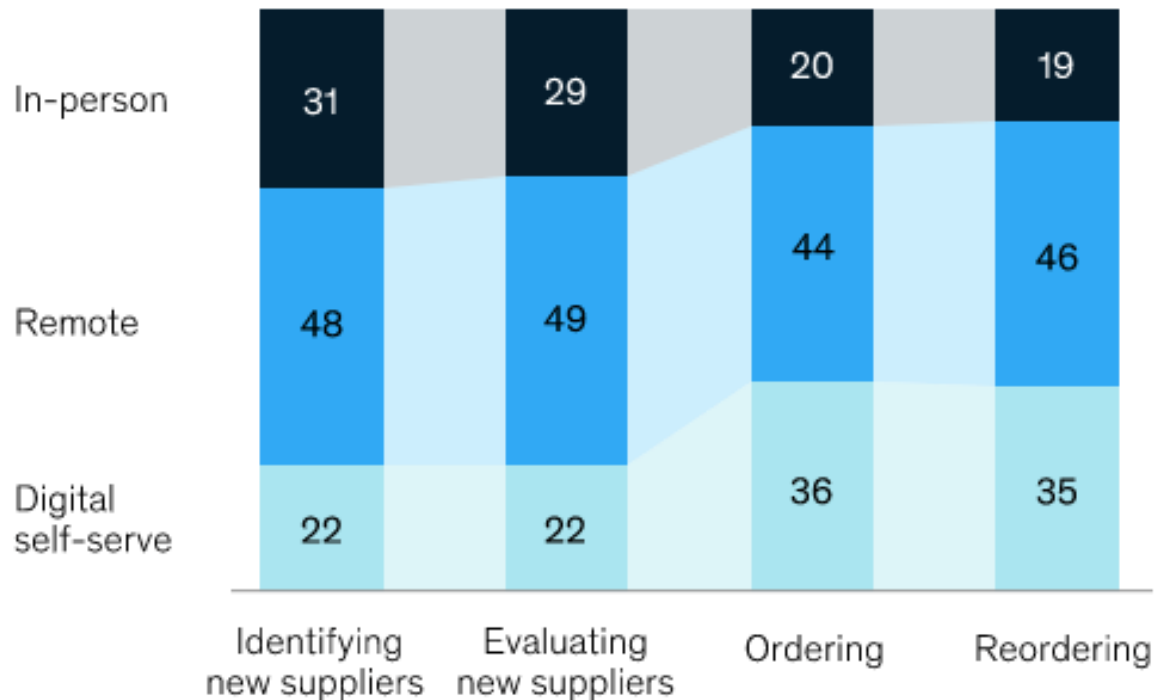


## Most B2B seller interactions have moved to remote or digital ...

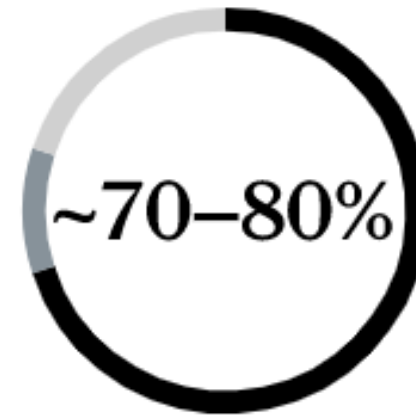
### Current way of interacting with suppliers' sales reps during different stages<sup>1,3</sup>

% of respondents

McKinsey  
& Company



... and that's exactly what customers want.



of B2B decision makers prefer remote human interactions or digital self-service<sup>2,3</sup>

#### Why?

- Ease of scheduling
- Savings on travel expenses
- Safety

# Virtual Sales Competency Map

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# Companies who empower employees to share content perform better

They can more easily increase their reach and engagement, attract top talent and sell their products

58%

Talent

Social enterprises are 58% more likely to attract top talent and 20% more likely to retain them

2x

Marketing

Content shared by employees has 2x higher engagement versus when shared by a company

45%

Sales

Salespeople who regularly share content are 45% more likely to exceed quota

# ~~650~~ 750 Million

**Shane Gibson**  
Keynote Conference Speaker, B2B Sales and Social Selling Specialist, delivering seminars on 5 continents over 25 years  
Vancouver, British Columbia, Canada · 500+ connections · [Contact info](#)

**About**  
Shane Gibson is an international speaker, sales trainer, and author on social media marketing, social selling and sales performance. He has spoken to over 200,000 people on stages in North America, Southern Africa, India, Dubai, Malaysia and South America. Shane Gibson is #5 on the Forbes.com list of the Top 30 Social Sa... see more

**Featured**  
9 Immutable Rules of Engagement in #SocialSelling

**People Also Viewed**  
Jamie Shanks · 2nd · Increase sales pipeline with Digital Sales | #1...  
David Fischer · 2nd · Director & Chief Operating Officer at...  
Lisa McNabb · Recruiter Headhunter · 2nd · Sales, Marketing & Operations Recruiter at...  
Bryan Hughes · Pending · 2nd · District Manager at Export Development...  
Colin McWhinnie · 2nd · Business Development/Sales...

6M IT Decision Makers  
90M Senior Executives  
63M Decision Makers  
10M C-Level Executives  
17M Opinion Leaders



# 2.93 Billion

The image shows a screenshot of the Caterpillar Facebook page. At the top, the navigation bar includes the Facebook logo, a search icon, and icons for home, flags, video, shop, and profile. On the right, there are notification icons for messages and a profile picture with a red '1' badge. The main header features a banner image of a person's legs and a soccer ball on a grassy field. Below the banner is the Caterpillar logo (a yellow triangle under the letters 'CAT') and the name 'Caterpillar' with a verified badge. The handle '@caterpillarinc' and the description 'Commercial & Industrial Equipment Supplier' are also present. A navigation menu below the header includes 'Home', 'About', 'Videos', 'Photos', and 'More'. The 'About' section is expanded, showing: 'We help our customers build a better, more sustainable world.', 'Community Guidelines: https://www.cat.com/en\_US/articles/caterpillar-social-media-community-guidelines.html', '1,849,610 people like this', '1,952,323 people follow this', and 'https://www.caterpillar.com/'. A message notification window is overlaid on the right side, displaying the Caterpillar logo, name, and details: 'Typically replies within an hour', '1.8M people like this', and 'Commercial & Industrial Equipment Supplier'. The notification also includes a 'Sign Up' button and a warning: 'When you send a message, Caterpillar will see your public info.' At the bottom of the notification, there are icons for adding content, GIFs, text input (labeled 'Aa'), emojis, and a thumbs-up icon.

# 500 million updates/day

The image shows a screenshot of a Twitter search results page. At the top, the navigation bar includes Home, Moments, Notifications, Messages, and a search bar with the query 'kayaking near: Vancouver' and a 'Tweet' button. Below the navigation bar, the search results are displayed under the heading 'kayaking near: Vancouver within: 15mi'. The results are organized into three columns: 'Search filters', 'Who to follow', and 'Vancouver Trends'. The main content area shows three tweets. The first tweet is from @m\_safya, mentioning 'kayaking today' and 'mylife'. The second tweet is from @GiffordJames, replying to others and asking about kayaking near campus. The third tweet is from @CarolynBHeller, asking about urban kayaking. The bottom of the page features a copyright notice for Shane Gibson and a link to ClosingBigger.net/afflink.

Home Moments Notifications Messages

kayaking near: Vancouver within: 15mi

Top Latest People Photos Videos News Broadcasts

Search filters · Show

Who to follow · Refresh · View all

- Justin Liew @Justin\_liew Follow
- Canoe Island @FrenchCa... Follow
- Lucas Hall @thelukanator Follow

Find people you know

Vancouver Trends · Change

- #NationalHotDogDay @simplisticpro is Tweeting about this
- #CompletelyCanadianCrimes
- John McCain Senator diagnosed with brain cancer
- #TFCLive
- #IMFC 1,756 Tweets
- #CFLGameDay
- Kevin Hart 2,400 Tweets
- Dzemali
- Sanchez 66.1K Tweets
- Darian Durant

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Basheerah Ahmad and 2 others follow

42 @m\_safya · 2h "Let's go kayaking today" go outside to feel the heat, "on second thought, I gotta catch up on some Greys" #mylife

1 1

Strata Painting BC and 22 others follow


47 James Gifford @GiffordJames · 6h Replying to @nisaface @terrainsvagues and 3 others You can go kayaking a couple blocks from campus here... Send some students for a semester?



1 1

Gargoyle and 178 others follow

56 Carolyn B. Heller @CarolynBHeller · 9h A3 Or how about some urban kayaking? #MyVancouver #exploreBC #canadachat @MoonGuides

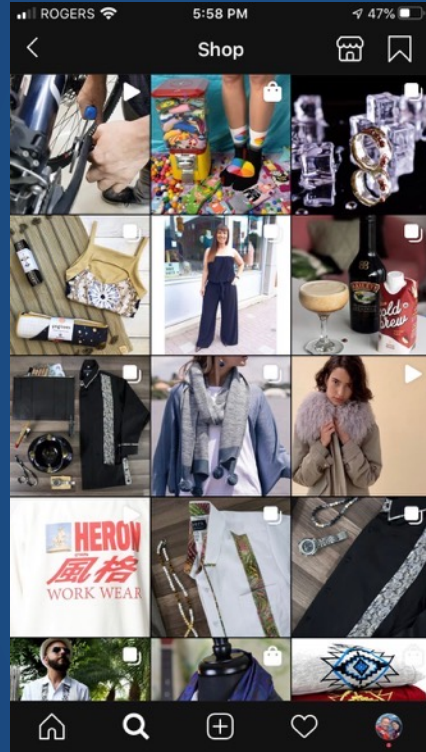




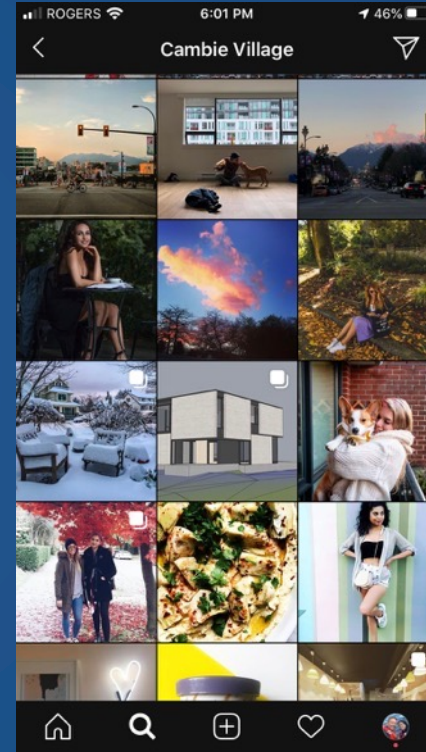
1.3 billion users / 500 m story users



discover new products or services



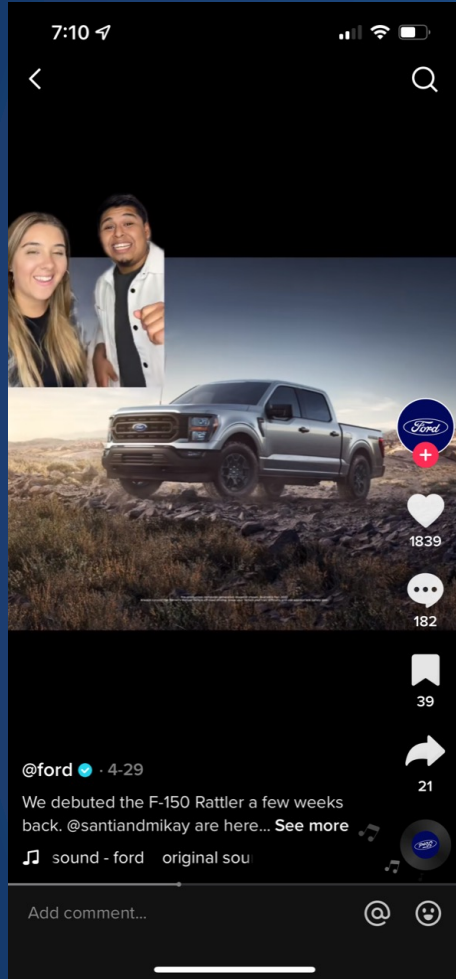
research products or services



decide whether to buy a product or service

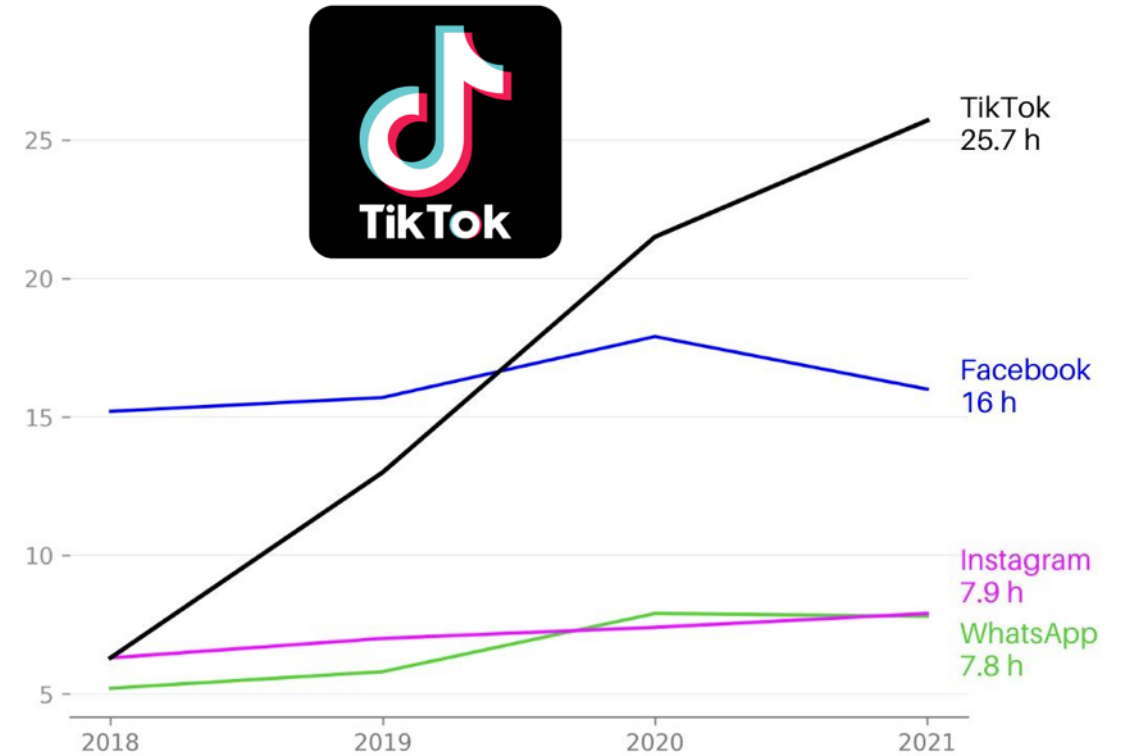


950 million users  
1/3 Users are over 30



## TikTok engagement keeps going up

Average monthly hours spent per user



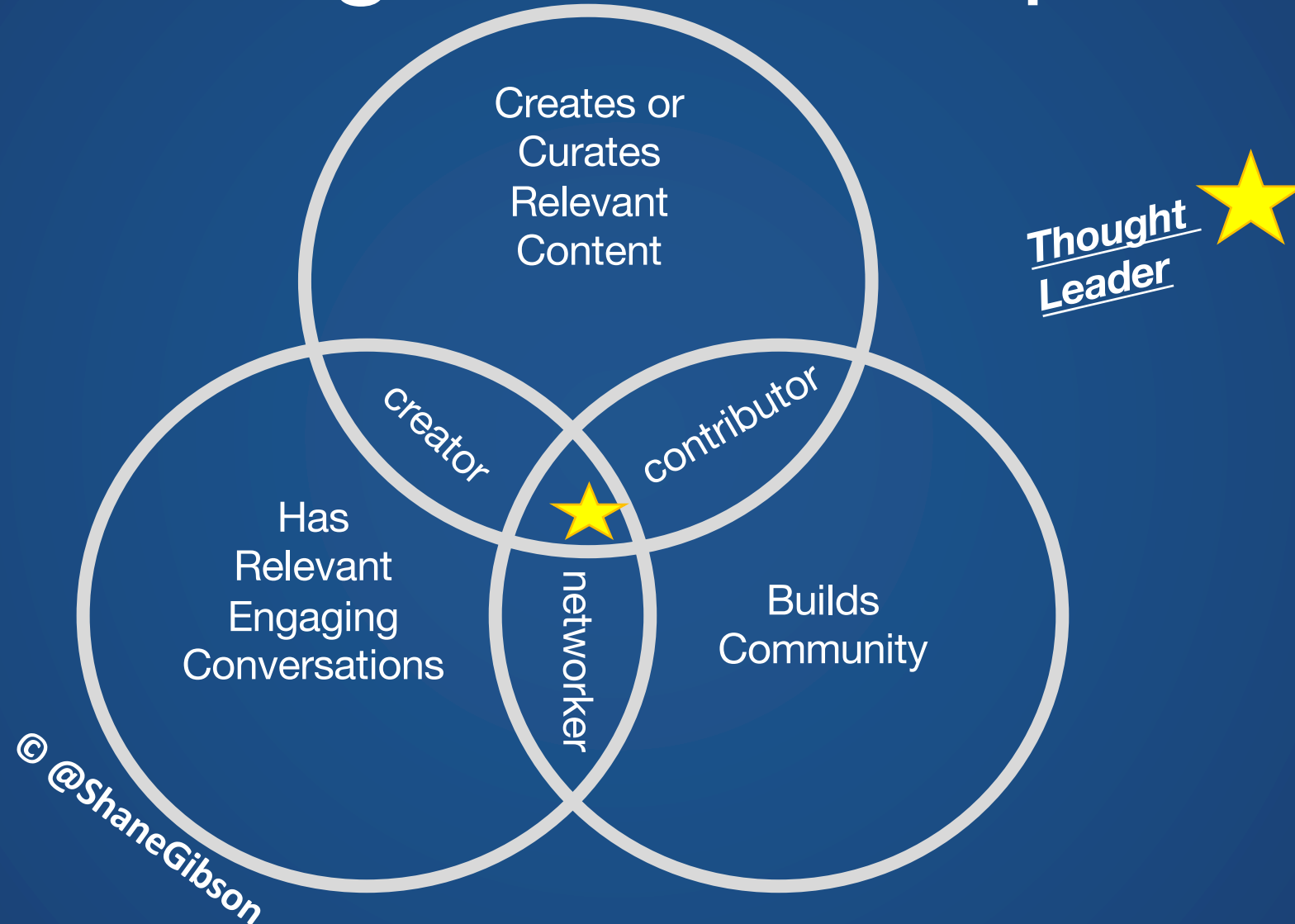
thenetworkec.com



# 3 Simple Rules

1. Add value with every update
2. Talk with not at people
3. Use the internet to get off the internet

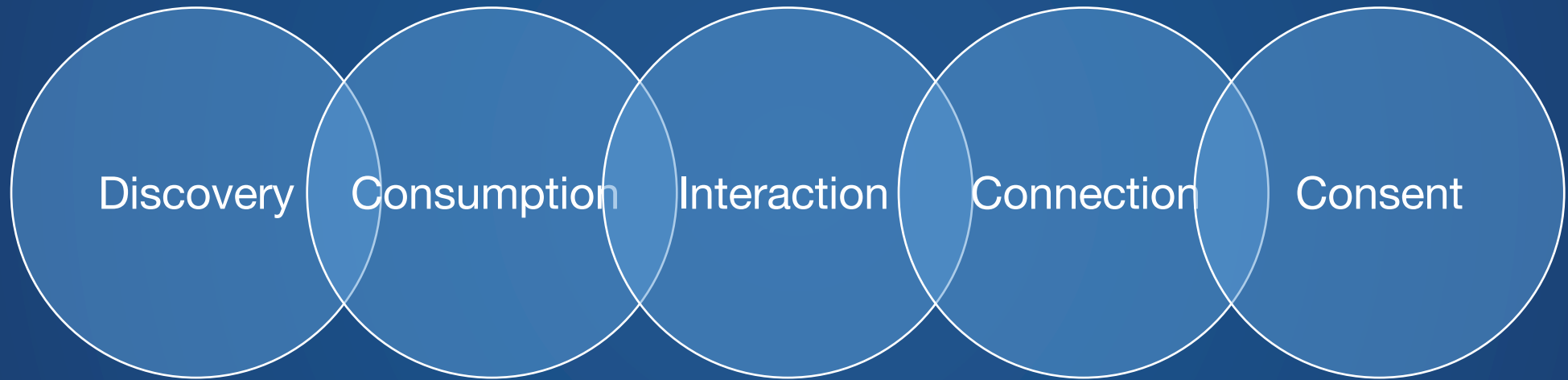
# Thought Leadership



© @ShaneGibson

# The 5 Stages of Consent

## (The Social Sales Funnel)



**“If relationships are currency, then consent would be the gold standard.”**  
– Jay Conrad Levinson

# Google

 could I be convicted of social selling?



Google Search

I'm Feeling Lucky

Google offered in: [Français](#)



# Steve Behrische's Social Graph



onressystems.com

Google search results for "steve behrisch".

Google search bar: steve behrisch

Results: About 82,700 results (0.38 seconds)

- <https://twitter.com/stevebehrisch>  
**Steve Behrisch (@stevebehrisch) · Twitter**  
Pfizer drops India vaccine application after regulator seeks local trial | Reuters  
www.reuters.com/article...  
Twitter · 1 day ago
- <https://ca.linkedin.com/stevebehrisch>  
**Steve Behrisch - Vancouver, British Columbia, Canada**  
What strikes me about Steve is the insightful perspective he brings to the issues at hand and his ability to deliver his message with thought and diplomacy to ...
- Images for steve behrisch**  
onres profiles linkedin vancouver  
Hospitality Masters with Steve Behrisch  
ONRES  
View all →
- <https://www.onressoftware.com/team/steve-behrisch/>  
No information is available for this page.  
Learn why
- <https://www.instagram.com/stevebehrisch>  
**Steve Behrisch (@stevebehrisch) · Instagram photos and videos**  
309 Followers, 589 Following, 81 Posts - See Instagram photos and videos from Steve Behrisch (@stevebehrisch)

Google search results for "steve behrisch".

Google search bar: steve behrisch

- <https://www.instagram.com/stevebehrisch>  
**Steve Behrisch (@stevebehrisch) · Instagram photos and videos**  
309 Followers, 589 Following, 81 Posts - See Instagram photos and videos from Steve Behrisch (@stevebehrisch)
- <https://www.youtube.com/SteveBehrisch>  
**Steve Behrisch - YouTube**  
Sapphire Glory - First Tracks. 80 views1 year ago. SHORTS Now playing · Lions Bay Cliffs. 47 views7 years ago. 1:18 Now playing ...
- <https://www.youtube.com/SteveBehrisch>  
**Steve Behrisch - YouTube**  
Sapphire Glory - First Tracks. 79 views1 year ago. 1:18 Now playing · Superman - Vallarta Exrteme Adventures. 332 views8 years ago. 0:24 Now playing ...
- <https://foursquare.com/stevebehrisch>  
**Steve Behrisch on Foursquare**  
See all of Steve B.'s photos, tips, lists, and friends. ... Steve Behrisch. Vancouver, Canada · Superuser Icon ?Superuser Level 1.
- <https://www.arounddeal.com/profile/steve-behrisch>  
**Steve Behrisch - President & CEO at OnRes - AroundDeal - B2B ...**  
Steve Behrisch is the President & CEO at OnRes based in Canada. Get Steve Behrischs Contact Info. Contact Information. Business Email. \*\*\*\*@onressystems.com.
- <https://www.podchaser.com/podcasts/hospitality-ma...>  
**Hospitality Masters with Steve Behrisch - Business Podcast ...**  
1 episodes. Welcome to the first edition of the Hospitality Masters podcast, brought to you by OnResSoftware. I'm Steve Behrisch, President and CEO of OnRes ...

Gooooooogle 1 2 3 4 5 6 7 8 9 Next

**Are you looking for a job or  
more customers and market  
share?**

# Professional Profile Photo

“...members who include a photo receive up to 21x more profile views and up to 36x more messages.” – Blog.LinkedIn.com

Yes!



**Susan Barringer**  
True Austinite, Austin Re



**Ghazaleh Nekui** (She/Her) · 1st  
Business and Marketing Professional  
Vancouver, British Columbia, Canada · [Cont](#)



**Jon Holtby** · 1st  
Empowering people to do the  
need to be

No!







Search



**Chad Rissanen** · 1st

Chief Revenue Officer at Tevano

Talks about #leadership, #cybersecurity, and #cybersecurityawareness

Vancouver, British Columbia, Canada · [Contact info](#)

2,042 followers · 500+ connections



Followed by 2 connections: Ghazaleh Nekui and Deborah Reynolds

Message

View in Sales Navigator

More



Tevano Systems



**Chad Rissanen**

Chief Revenue Officer at Tevano

More

## About

Chad is a highly competitive self-starter with strong business sense, strong analytical skills, and delivering creative resourceful approaches to complex problems.

He is passionate about building high-performing teams that are recognized for their excellence in servicing customers. He has led successful enterprise sales organizations, built game-changing strategies around customer acquisition, lead acquisition, and talent development that have propelled companies into new markets or higher growth trajectories. His expertise lies in developing innovative solutions for complex problems by finding unique ways to grow revenue through fresh thinking and relentless execution. Chad has also successfully managed the most challenging of situations including leading underperforming teams out of negative cash flow with no resources while maintaining profitability at all times.

## Experience



### Chief Revenue Officer

Tevano Systems

Jun 2020 - Present · 2 yrs 1 mo

Vancouver, British Columbia, Canada

Tevano Systems is a comprehensive payment solution company, delivering specially-designed software and hardware that will revolutionize cash management for the retail industry. The Covid-19 pandemic makes it clear we need to embrace new technologies to improve how we shop, work and interact with each other in crowded places.



### Director of Sales

Outback Team Building & Training

Oct 2018 - Mar 2020 · 1 yr 6 mos

North Vancouver, BC

Primary responsibility to lead, coach and performance manage each account manager towards meeting and exceeding annual sales, activity targets and responsibilities. I own the development and management of the sales team through ongoing coaching, training and mentoring sessions. Additionally,

in Search Home My Network Jobs Messaging

**Keynote Sales Speaker**  
 Shane Gibson Professional Keynote Conference Speaker  
 Jan 1998 – Present • 20 yrs 5 mos  
 Vancouver, Canada Area

Shane Gibson is an international speaker, trainer, and author on social media marketing, social selling and sales performance who has addressed over 100,000 people on stages in North America, Southern Africa, India, Dubai, Malaysia and South America. Shane Gibson is #5 on the Forbes.com list of the Top 30 Social Sales People in the World.

Delivering high energy sales, technology and leadership keynotes on 5 continents over the past 20+ years. Shane Gibson's keynotes are fast paced and combine time tested sales best practices with forward looking technology insights.

Topics Include:

- Social Selling
- Enterprise Level (B2B) Sales
- The Exponential Influencer
- Sales Force Leadership
- Sales Enablement
- Building a Powerful Sales Technology Stack

Present and past clients: Ford Motor Company, Manitoba Motor Dealers Association, CPA, ACL, Reliance Industries (India), Corning Cable Systems, Sun Life Financial, Standard Life, The Greater Vancouver Board of Trade, Coast Spas, The Toronto Board of Trade, BMO Financial and The World Trade Centre.

**Media (2)**

**"Act as If" - The Power of Positive Expectancy in Sales**

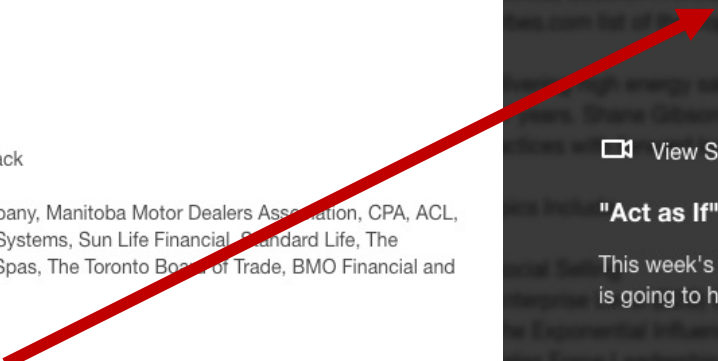
**How to Drive ROI Through Social Selling - Shane Gibson Keynote Seminar (Full 30 minutes)**

"Act as If" - The Power of Positive Expectancy ...

View Source

**"Act as If" - The Power of Positive Expectancy in Sales**

This week's video is about the impact of "positive expectancy" on your sales success. Do you "Act as if..." the deal is going to happen or do your actions, p...



# Good Social Content

- ✓ Solves a problem
- ✓ Helps people achieve their dreams/goals
- ✓ Showcases your expertise
- ✓ Promotes people's dreams/goals/business
- ✓ Connects people
- ✓ Creates community



# Content Ideas

- FAQ's
- Behind the scenes
- Industry insights / Infographics
- Round-ups (recent news/events)
- Interviews with local / regional influencers
- Customer success stories / content
- How-to's
- Top 10 Lists (People, Rules, Tips, Events, Places)

MSPTALK

Michel Marleau

Shane Gibson SalesAcademy.ca

uss Salespeople vs Salesprocess

Mike and Shane di

in Search

Home My Network Jobs Messaging

**James Barnes** • 1st  
Wholesale Account Manager at Williams Machinery  
5d · 🌐

Always love a busy week of deliveries. Iron heading to their new homes in California, Texas, Illinois, and Idaho. Excited for the busy summer ahead.

If you have any material handling or construction equipment you're looking to buy or sell, email [jbarnes@williamsmachinery.com](mailto:jbarnes@williamsmachinery.com) or call my cell at 604-836-9677.

Marc Gayer and 23 others

1 comment · 1 share

**\$10,000  
Photo**





# Curation Ideas

- Trending #tags & Industry #tags
- Client content from their social channels
- Industry or regional associations
- CEO Newsletters
- Trending local news
- Voice of customer



# @PeterAceto

 **71 Shane Gibson** @shanegibson · 15 Apr 2009  
@CEO\_INGDIRECT used you as an example of a good CEO tweeter in this interview: <http://tinyurl.com/ckjjzt>

 **Peter Aceto** ✓ @PeterAceto · 15 Apr 2009  
@shanegibson Great Podcast & Thank You! I'll keep tweeting & listening.  
<http://tinyurl.com/ckjjzt>

11:26 AM - 15 Apr 2009 · Details

Alex McIver Arranz Retweeted

 **Peter Aceto** ✓ @PeterAceto · Oct 14  
Great time in Vancouver last week w/ @shanegibson introducing #weology at the Tangerine Cafe [instagram.com/p/8ySnzFJaDI/](https://www.instagram.com/p/8ySnzFJaDI/)

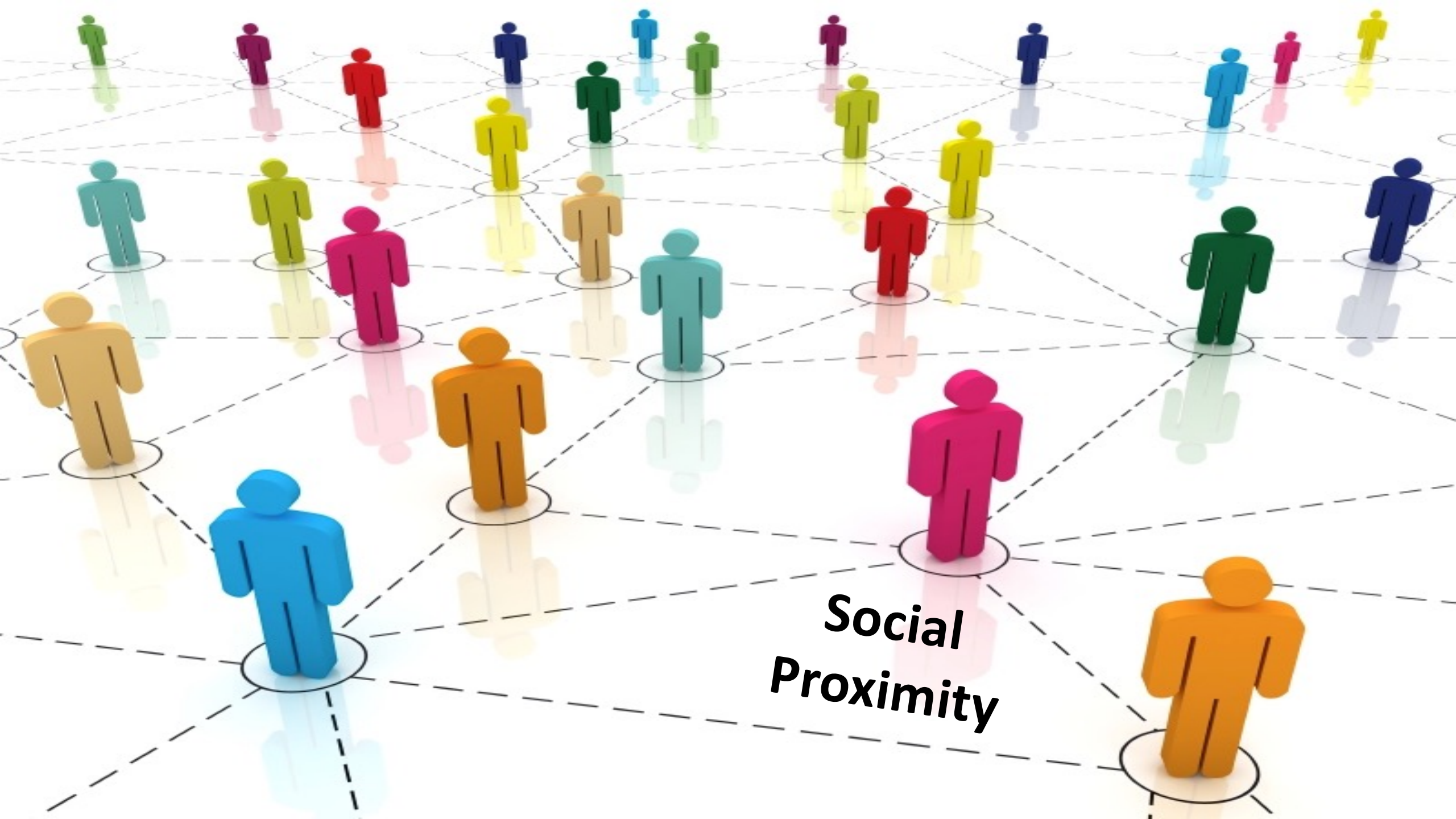


← ↻ 2 ❤️ 2 📧 ⋮

 **71 Shane Gibson** @shanegibson · Oct 9  
Hitting the Grind with @PeterAceto



← ↻ 2 ❤️ 2 📧 ⋮



**Social  
Proximity**



Lead

Account



Search keywords

Saved searches

4 filters applied Clear all Pin filters

Select all Save to list 240 results

Save Search Share Search

Personal

Connection

2nd Degree Connections

Geography

Industry

Years of experience

Company

Company headcount

201-500 501-1000 1001-5000 5001-10,000 10,000+

Company headquarters

Austin, Texas Metropolitan Area

Profile card for Brian Lasher, Vice President Sales at Arrive Logistics. Includes photo, name, title, location, tenure, and a 'Save' button.

Profile card for Heather Schaack, Vice President of Sales at Dell Technologies. Includes photo, name, title, location, tenure, and a 'Save' button.

Profile card for Logan Creque, VP of Sales at OutboundEngine. Includes photo, name, title, location, tenure, and a 'Save' button.



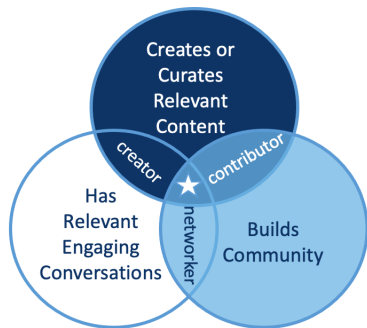
# Daily activities

1. Check for signals (opens, likes, retweets, comments, private messages)
2. Visit “A client / prospect” profiles for updates and opportunities to engage
3. Look for trigger events on LinkedIn, Facebook, Instagram and Twitter
4. Thank / follow-back / connect
5. Curate 1-2 pieces of great content daily
6. Ask for introductions



# The Social Selling Cheat Sheet

## Sales Thought Leaders



“Social selling is about using digital content and online conversations to build trust and credibility with our target market.”

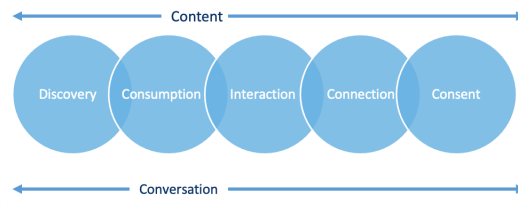
### The Rules of Engagement

- #1 Stop pitching and start connecting
- #2 Doers win in the game of social media
- #3 It's not about you
- #4 Be fearless in your contribution to community
- #5 Don't be a social spammer, engage
- #6 Be authentic
- #7 Be consistent
- #8 Amplify through community
- #9 Get Sociable!

“leverage social proximity for introductions... and whenever possible *use the internet to get off the internet* and meet in real life!”

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## The Social Sales Funnel



“If relationships are currency, then consent would be the gold standard.” – Jay Conrad Levinson

### Daily Key Performance Indicators For Social Sellers:

- ✓ Check for signals (opens, likes, retweets, comments, private messages)
- ✓ Visit “A client / prospect” profiles for updates and opportunities to engage
- ✓ Look for trigger/life events on LinkedIn, Facebook, Instagram and Twitter
- ✓ Thank / follow-back / connect
- ✓ Add offline connections you meet to LinkedIn, Twitter etc.
- ✓ Curate or create 1-2 pieces of great content daily
- ✓ Ask for introductions on LinkedIn, Facebook and Twitter



“Having a complete LinkedIn profile could increase your chances of meeting or exceeding your sales targets by more than 2X, and it can increase InMail acceptance rates by as much as 87%.”



### 14 Steps to an Effective LinkedIn Profile:

1. Maximize your LinkedIn title
2. Have a complete summary section
3. Connect all job present and past positions two company pages
4. Make your position descriptions outcome and client focused
5. Have a well curated featured section
6. Make sure that your relevant work history is full and complete
7. Have a professional profile photo
8. Add relevant and engaging rich media to summaries and positions
9. Ask for recommendations
10. Make sure you have a significant number of connections
11. Write and share LinkedIn Articles
12. Have a custom URL
13. Customize your header
14. Create and curate content constantly

## Thought Leadership for Social Sellers Self-Assessment

Below is a list of 30 key actions you need to be taking consistently to be an effective Thought Leader in your chosen markets and communities.

Beside each action, rate yourself from 1 to 5, 1 being no or never and 5 being yes or always. A score of 2 or 3 would mean you are somewhat doing the activity or inconsistently doing it.

Content	1	2	3	4	5	T o t a l
I am on all the major social networks my clients and customers are.						
I have a good understanding of all corporate and vendors supplied content available to me for sharing online						
I share content and post updates daily						
I leverage all mediums including articles, videos, images, audio etc.						
I produce or curate content that appeals to clients at various stages of the sales cycle						
I monitor and observe my clients and prospects online to determine what kind of content they engage with						
80% of more of the content I share is value-added helpful content and less than 20% is about myself or my company (self-promotion, product info etc.)						
I curate valuable content from other sources and share it						
I focus our content on helping our target market reach their goals						
I share client and prospect content to add value to the relationship.						
<b>Total Score for Content / 50</b>						
Conversation	1	2	3	4	5	T
I have identified where and when and in what form my target markets converse online						
I understand the communications etiquette of each platform and medium we are using						
I use direct (private) messaging tools to communicate with my clients and prospects						

© 2021 – Shane Gibson & Shane Gibson Inc. – Thought Leadership for Social Sellers Self-Assessment