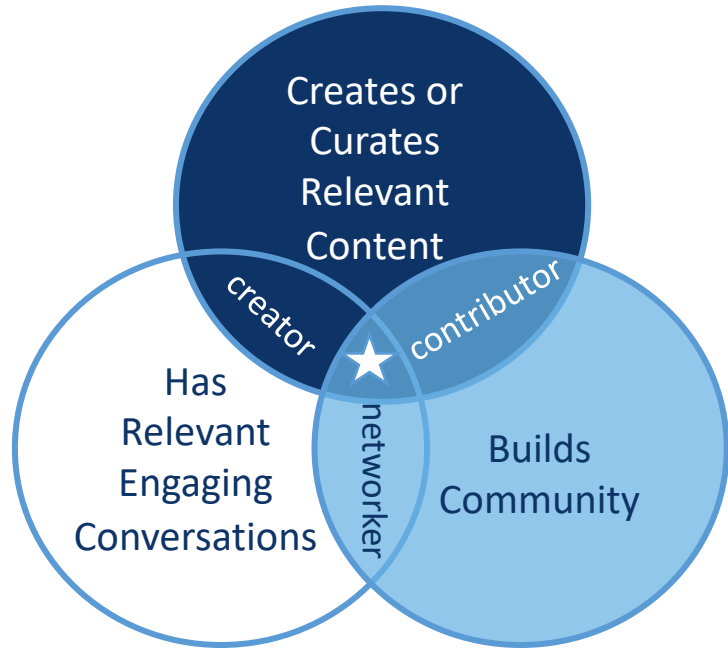


The Social Selling Cheat Sheet

Sales Thought Leaders



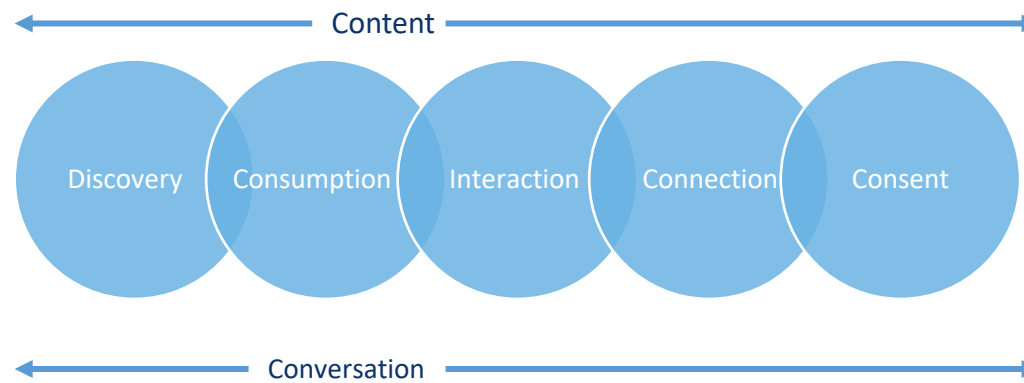
“Social selling is about using digital content and online conversations to build trust and credibility with our target market.”

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!”

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

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



“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%.”

