

Do you want to learn how your team can implement social selling techniques to build relationships and increase sales opportunities?



**If you answered yes,**

you will need to offer more than just a training session on how to build a strong online profile to be successful.

## SOCIAL SELLERS ACHIEVE:

78%

Outsell peers who don't use social media

23%

More sales on average over peer who don't use social media

45%

More opportunities gained

## Key Components for Social Selling

### SMART OBJECTIVES 2

Create an over-arching **S.M.A.R.T** goal for your Social Selling Program

- Specific
- Measurable
- Attainable
- Relevant
- Time-Bound

### SOCIAL SELLING SNAPSHOT 1

Establish a baseline to determine what you are doing well and what you can improve.



Carry out a competitive S.W.O.T. analysis of your major competitors' social media activity and engagement.

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### SUCCESS CRITERIA

Determine what constitutes as a win.

For a win to be tied to social selling, you must be certain that the business could not have been won if it wasn't for the Social Selling activity.



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### CHAMPION

Your company needs a champion for the cause. This person will drive the program, be passionate about the plan and must BELIEVE in social selling.



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### CLOSED LOOP PLAN 6



A key ingredient to implementing social selling effectively is a PLAN. This doesn't need to be elaborate or complex, **in fact the simpler the better.**

### TEAM BUY-IN

There is enough empirical data to prove that the most effective sales people are the ones who combine the use of social media with a robust, disciplined sales process.



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### SOCIAL MEDIA POLICY & JOB DESCRIPTION

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### TRAINING



Your company's social media program should come with guidelines and policies for everyone to read, understand and follow. These will set expectations for what everyone should be doing and more importantly what they should not be doing.



The best social media programs provide training to establish a baseline level of competency from which everyone is operating. This is a fundamental element of the program.

# How-to implement SOCIAL SELLING effectively



**BASE OVER APEX**  
SALES REINVENTED



## ★ CONTENT ★

Provide **QUALITY CONTENT** to engage clients and potential clients. Video is by far the most impactful content you can provide. Without Quality Content **YOU DO NOT HAVE** a Social Selling Program.



### CALENDAR OF EVENTS

An internally published calendar of events, allows everyone in the organization to see what major events are occurring so that they can plan to be active in social media to support the promotion of these events when required.



### MILESTONES

Celebrate Success- if you reach an important milestone, celebrate your success with your team and thank your followers for their support!



### KPI'S / METRICS TO CHECK

Identifying the best lead measures is very important to the program. Some metrics are easy to obtain such as followers and engagement rates, others like 'cost-per-lead' can be more challenging to determine and may require additional tools.



### CLEAR WAY OF DEALING WITH NEGATIVE COMMENTS

Not all feedback received in social media is positive, It is extremely important that everyone in your organization knows how to deal with negative comments if they arise.

- Acknowledge & Apologize** (Don't agree) - In public
- Investigate** - In private
- Relate & Respond** - In private

## ★ CLIENT CENTRIC PROFILES ★



Building client centric personal and company profiles is arguably one of the most important things that you can do. It is also important that your company's Sales and Marketing departments are in complete alignment and working together on social selling.

Ongoing coaching and mentoring



### Sustaining Your Team's Social Selling Engagement



Gamification, creating scoreboards with prizes

Visible, leadership support and participation in the program



Regular updates on performance against original target

### TOOLS



You will most likely need some tools to effectively run social selling in your organization. Social media scheduling tools to automatically post across all social platforms, analytic tools to measure performance, CRM tools to track lead-sources are a must for any world class social selling program.

### BUDGET and ROI



You will need to allocate a budget for social selling, running a social selling campaign is like running 365 day, online virtual tradeshow. You can measure the ROI from your program in the same way you would measure ROI from a tradeshow. Cost-per-lead.



Paul Watts, CSL is a Certified Sales Leader and a Sales Performance Coach with **Base Over Apex Inc<sup>TM</sup>**. As a sales trainer, Paul combines the most effective sales strategies with personal accountability to produce results for the companies he works with. His focus is helping company's to increase revenue through professional sales training and the latest in Social Selling techniques.



At Base Over Apex our mission is to change the negative perception of sales people through professional sales training and coaching. Our vision is a world where selling is a profession to be proud of. Our core values are Family, Fun, Honesty and Integrity.