Social Selling Reinvented

Workshop Recap

October 23, 2020 |Facilitator Paul Watts

On October 23, 2020 we held a workshop on social selling. Below is a recap of the key points that were discussed.

Social Selling is the process of developing relationships as part of the sales process. Many use social media platforms as the channel to develop these relationships.

Paul Watts definition of Social Selling: Social Selling is like running a 365 virtual tradeshow. It is where sales, marketing, and networking meet.

Key ingredients of a Successful Social Selling Program

1. Social Selling Snapshot (SWOT Analysis)
2. SMART Goals (Make Revenue Based)
3. Success Criteria
4. Champion for the program
5. Team Buy In
6. 5 Step Closed – Loop Plan
7. Social Media Policy & Job Descriptions
8. Social Media Training

Critical Success Factors

**Content**Content is King. You need content to post to your social media platforms. Created Content is stuff you/your organization makes. Curated content is content someone else made that you may share on your platforms. Aim for: 50% Created Content, 50% Curated Content.

**Calendar**Development of a social media calendar and planning of posts is important.

**Milestones**Celebrate the little milestones. Ex/ We have reached 500 followers! To say thanks, we are doing a giveaway, like this post to be entered in a draw for a gift card to a local business of your choice.

**Metrics**  
Sanity Metrics are the ones that feed your family (How much business did we receive off that blog post?). Vanity Metrics feed your ego (How many people read my blog post?).

**Profile**   
Create a client centric profile. Ex/ LinkedIn is used as an “online resume” for many. Adapt your profiles to be for educating clients on the products and services you offer. You are selling the product and company through yourself.

**Comments**  
You will receive negative comments. Investigate the comment, relate, and respond (both publicly and privately).

**Coaching**   
Support your team and share learnings.

**Gamification**   
Make the program fun for your team. Ex/ Team leader board.

**Support**  
Support employees that are using this program. Leadership and support are critical for these types of programs. CEO’S SHOULD BE THE MOST ACTIVE ON SOCIAL MEDIA.

**Performance**   
Measure and report performance. What gets measured, will improve.

**Tools**  
There are many different types of tools, both free and paid to support social media management. Will need tools to create content, share content, and measure metrics.   
Paul Recommends: B2B - LinkedIn Sales Navigator & Buffer

**Budget/ROI**  
What is the return on investment for the program?   
90% of budget should be going to content creation and 10% towards tools and training.

Website.grader.com – Free tool that will rate websites.