

The Executive's Guide to Social Selling Success



This eBook is designed to highlight the strategy and process needed for executives interested in implementing a Social Selling program in their company. The eBook is first centered around the C-Suite, then broken down into the 3 critical functions in the organization:



Sales Leadership



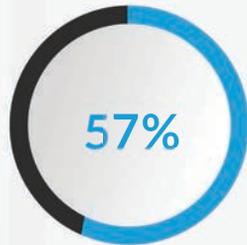
**Enablement
Learning & Development**



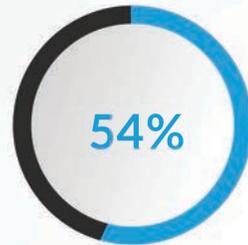
Marketing

The best way to utilize this eBook is to read all the elements contained, and then forward the relevant pieces of this book to the right internal champions of your company. Read the entire eBook so you'll get an appreciation for the steps necessary for success.

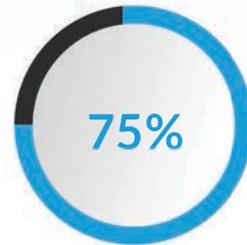
The **evidence** is very clear for Social Selling



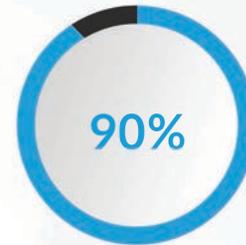
of the buying journey is done BEFORE a sales rep is involved.



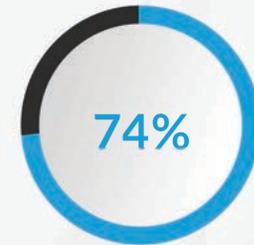
of people are now involved in the average B2B buying decision.



of B2B buyers now use social media to research vendors.



of decision makers say they never respond to cold outreach.



of buyers choose the sales rep that was FIRST to add value and insight.



Education and training creates a behavioral shift! For every \$1 spent in Social Selling training, sales professionals are driving a \$5 return in real revenue within six months!

\$5 Yielded
for every **\$1 Spent**

These companies drive revenue socially!



Sections

Section 1

CEO, President

Section 2

CLO, VP Sales Enablement

Section 3

CSO, VP Sales

Section 4

CMO, VP Marketing



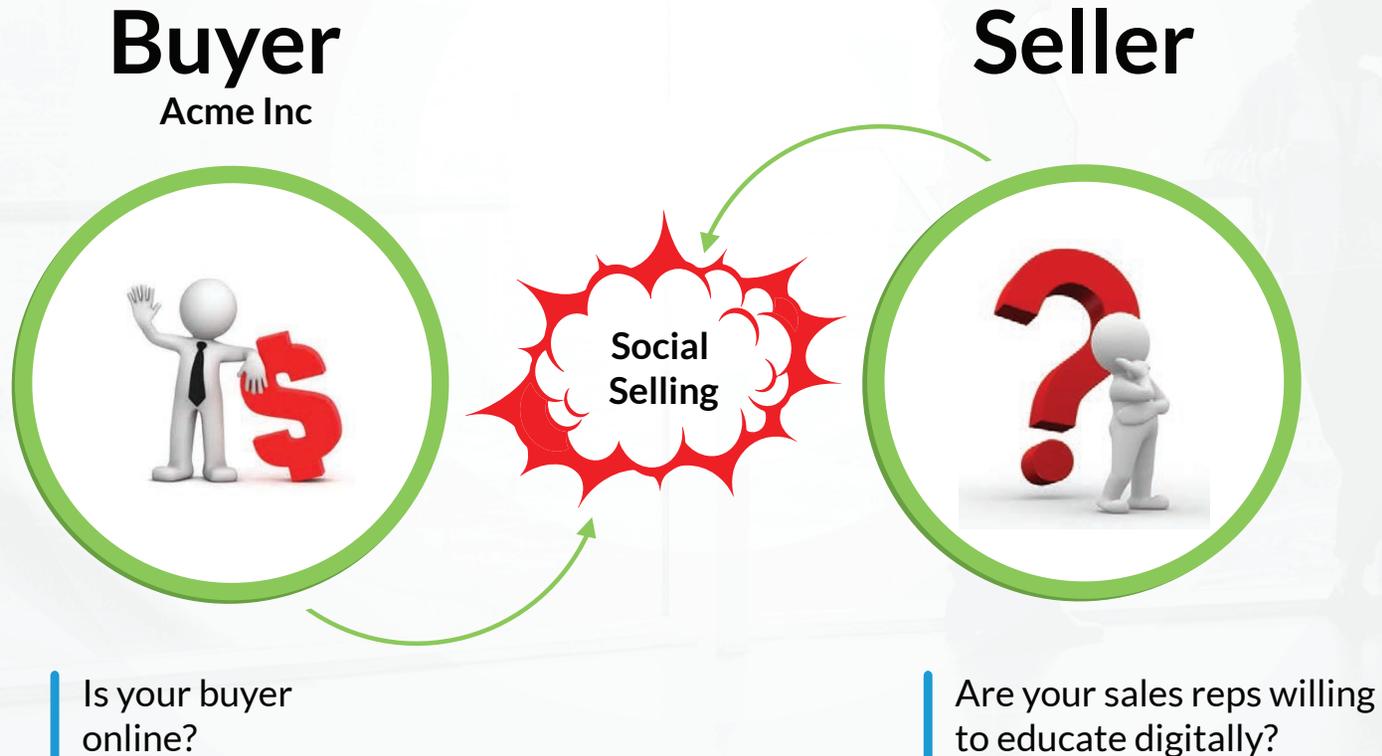
**Success starts
with you!**



Section 1: CEO, President

Is Social Selling a fit?

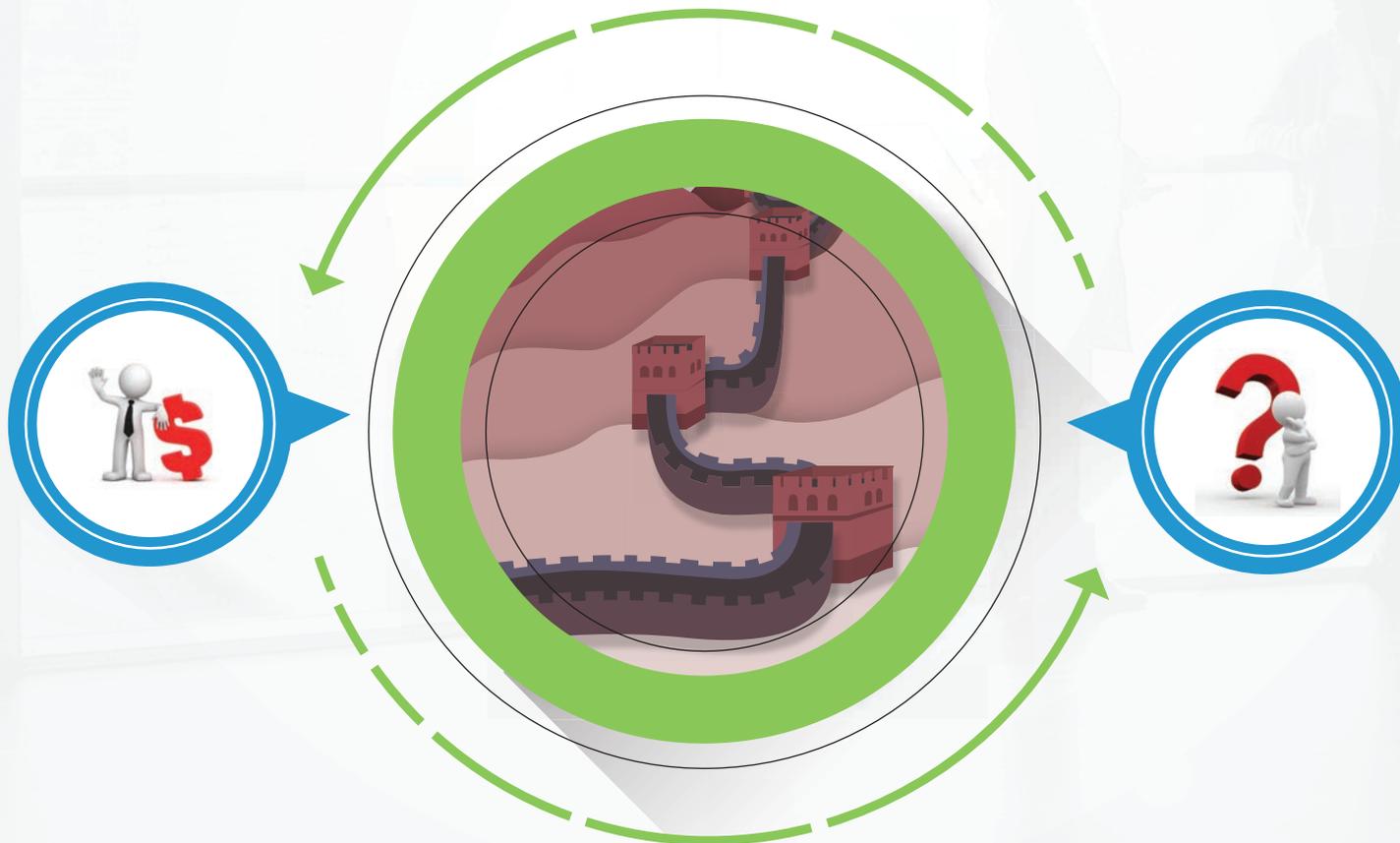
You must be able to answer YES to both questions, for Social Selling to be a fit.



| **WARNING:** Social Selling isn't a fit when...

If your buyer is unwilling to learn online or engage their social network; or if the seller is unwilling to build their network and educate buyers, then we have a **BREAK** in the Social Selling paradigm.

Barrier to the free flow of best practices



If you can't sell to your buyers online, then you need to influence the influencers

Your buyer might be learning offline, but they still learn from:

- Industry Analysts
- Trade Associations
- Industry Forums
- System Integrators

**Socially influence
these influencers.
Many of them will be
Social.**

CEO – the buck stops with you!

“Social Selling Hierarchy of Needs”

Below are the organizational departments that need to align in order to make Social Selling a success. The bottom part of the graphic defines the stages in the training process.



Your job is to ensure that this initiative is one of the top three sales programs over the next three years

#3 Over 3 Years

Social Selling is a paradigm shift from decades of traditional sales methodologies. This transformation will take place over a period of time to guarantee adoption and success.



Sell the Vision!

Sell the vision in a town hall meeting to all employees!

Don't let this be a 1x message. Prepare the team for a cultural shift.

Assemble your “3 Amigos”



Sales

Drives action & accountability
to the sales team



Marketing

Develops the systems &
content that creates
opportunities for sales



Enablement

Establishes the environment
for continuous learning &
development

Centralize Accountability

Each of the 3 “amigos” have to create realistic milestones that would ultimately achieve the desired goal. Each milestone needs to be tied with an action required and form of measurement to gauge success in real time throughout the journey.



Warning: “Ownership” of a Social Selling program is not for one person



The deadly effect of the 3 “amigos” not being aligned

Department Misalignment

Negative Effect



Sales

A sales force with no accountability to drive action.



Marketing

A sales force left without content to educate buyers, or tools to create new opportunities.



Enablement

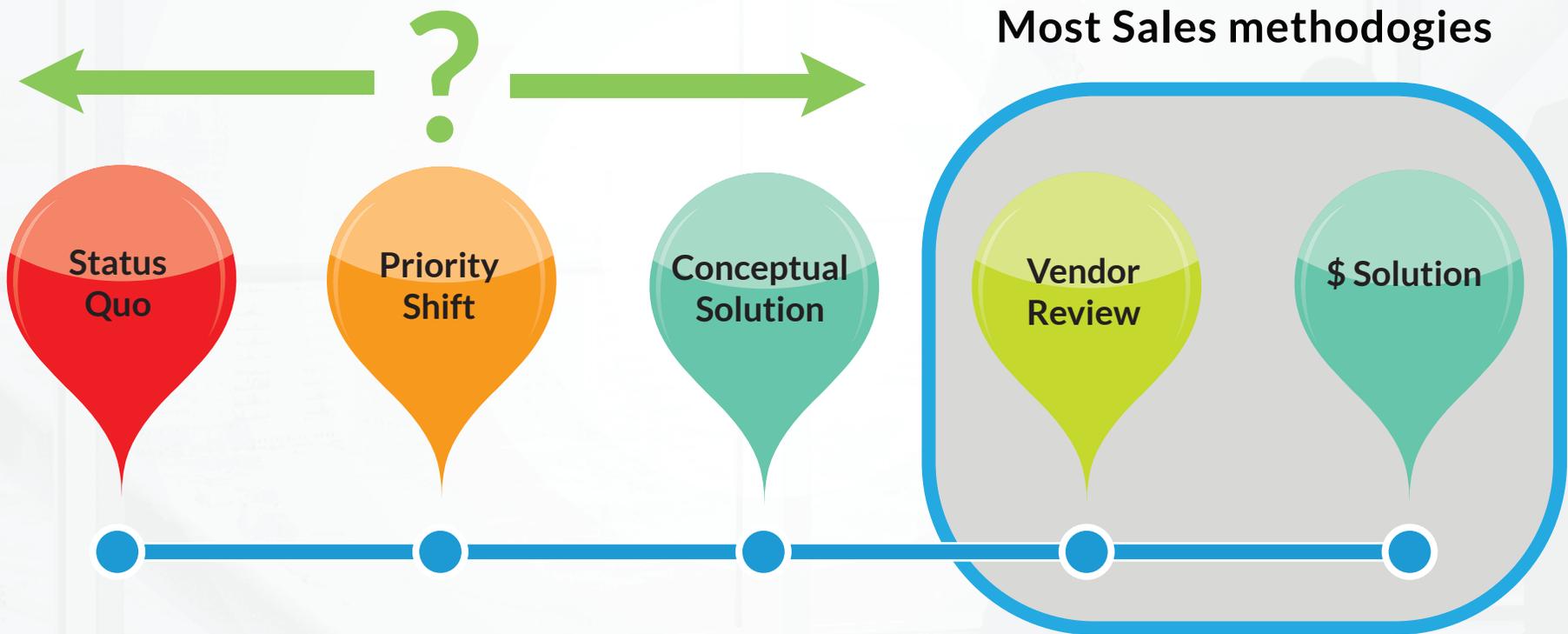
A sales force that never adapts to the new buyer and reverts to old habits.



Section 2: Sales Enablement

Most sales methodologies only address from first meeting to close

57% of a buyer's journey is done BEFORE that first meeting!



57% of the buyer's journey is done before your sales reps' involvement, which means 57% of your current sales methodology is most likely not part of the buyers' journey. Typical sales methodologies cover 43% of the journey from a 1st discovery call to closing a deal. How is your sales team addressing the creation of new leads and opportunities at the top of the funnel? Social Selling also tackles the bottom of the funnel by becoming trusted experts that lead the buying process.

How Social Selling supports every step of the buying journey

| Social Selling

| Traditional Sales

Buyer Journey

Push buyers off their status quo with content.

Network a buyer's "sphere of influence" to create introductions and opportunities.

Help a buyer conceptualize best practices that align with your solution.

Identify new leads with social triggers.

Establish an online profile that buyers trust.

Socially surround the buying committee to accomplish your goal.

The best training programs address all styles of adult learning

Each of your sales reps learns differently. Part of the team will need to watch best practices, others will need to talk and connect with Social Selling leaders, while others will need to perform the same actions repeatedly. The best training environments support all types of learning to create a behavioral change.



VISUAL



AUDITORY



KINESTHETIC

BLOW UP THE WORKSHOP!

The average student can only recall 10% of what they've learned in a workshop. Workshops are fantastic for generating initial excitement, but terrible for creating behavioral change. Don't let scaling Social Selling throughout your organization be an excuse to shortcut training into workshops. Only use a workshop as a component of the overall learning experience.

**10% retention
in two weeks**

Develop a “Learning Loop,” a framework for teaching Social Selling

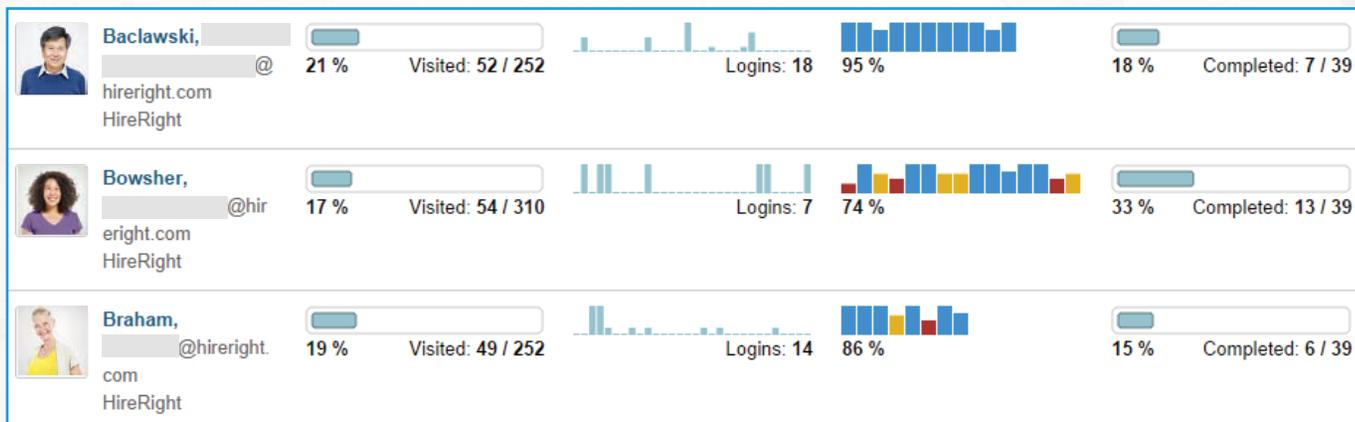
“Repetition is the mother of all learning.” To help you understand how to build a world-class learning environment, feel free to use our model as a benchmark. We developed a learning system called the “Learning Loop.” This model allows a student to leverage live training, online resources, study workshops that are peer-to-peer driven, and mentoring calls with subject matter experts. By providing every form of learning in a building block format, this loop repeats its frequency on a weekly basis. A behavioral change emerges and solidifies as part of a student sales process within 90 days.



How will you measure learning progress?

Understand that your training is a leading indicator of sales success. You control the sales outcomes for 90, 180 and 365 days from now. Learning behaviors need to be tied to sales outcomes.

- Class Engagement
- Curriculum Appetite
- Ability to Execute Learning Objectives



LMS
Performance
Dashboard

Measure your “Leading Indicator”

Leading



Measure with your LMS:



Current



Measure with these tools:



kitedesk

Lagging



Measure with these tools:





Section 3: Marketing

| Do I really understand my buyer?

| And does the sales team have the same definition?

Sales and marketing typically have different definitions of who their buyers are and the problems they need to solve. Build a buyer persona that's so accurate, your sales team pictures their future client.



*Sample
Buyer
Personas*

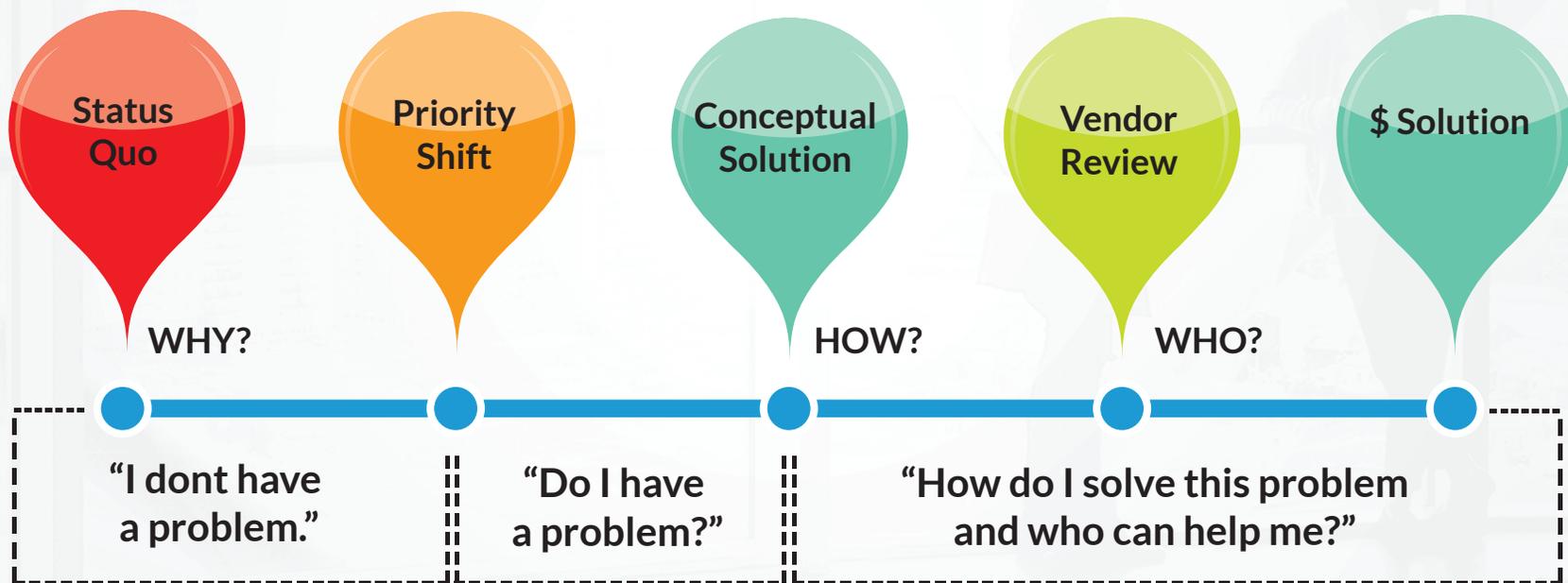
You as an individual have the power to arm your sales team

More social content = More visibility = More MQLs



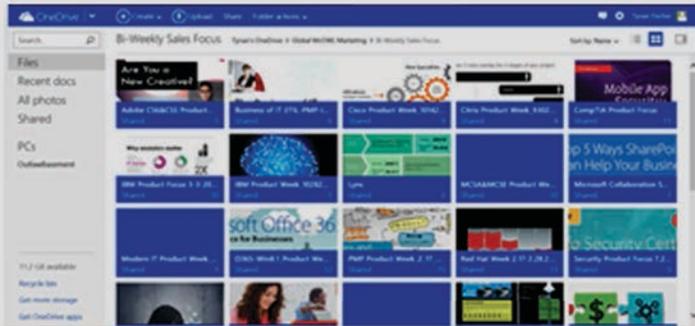
Help your sales team understand the buying journey

Explain the correlation between sharing content and greater pipeline



| Get the right tools in place

Content Library



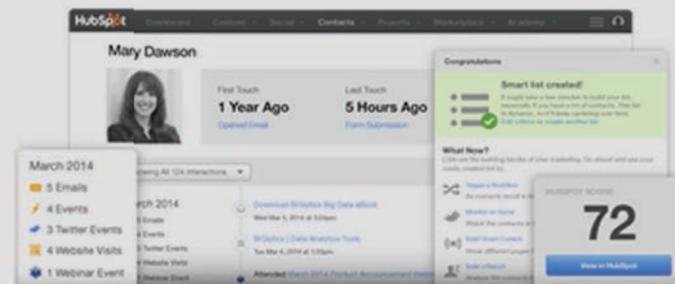
Marketing Automation



Conversion Funnel

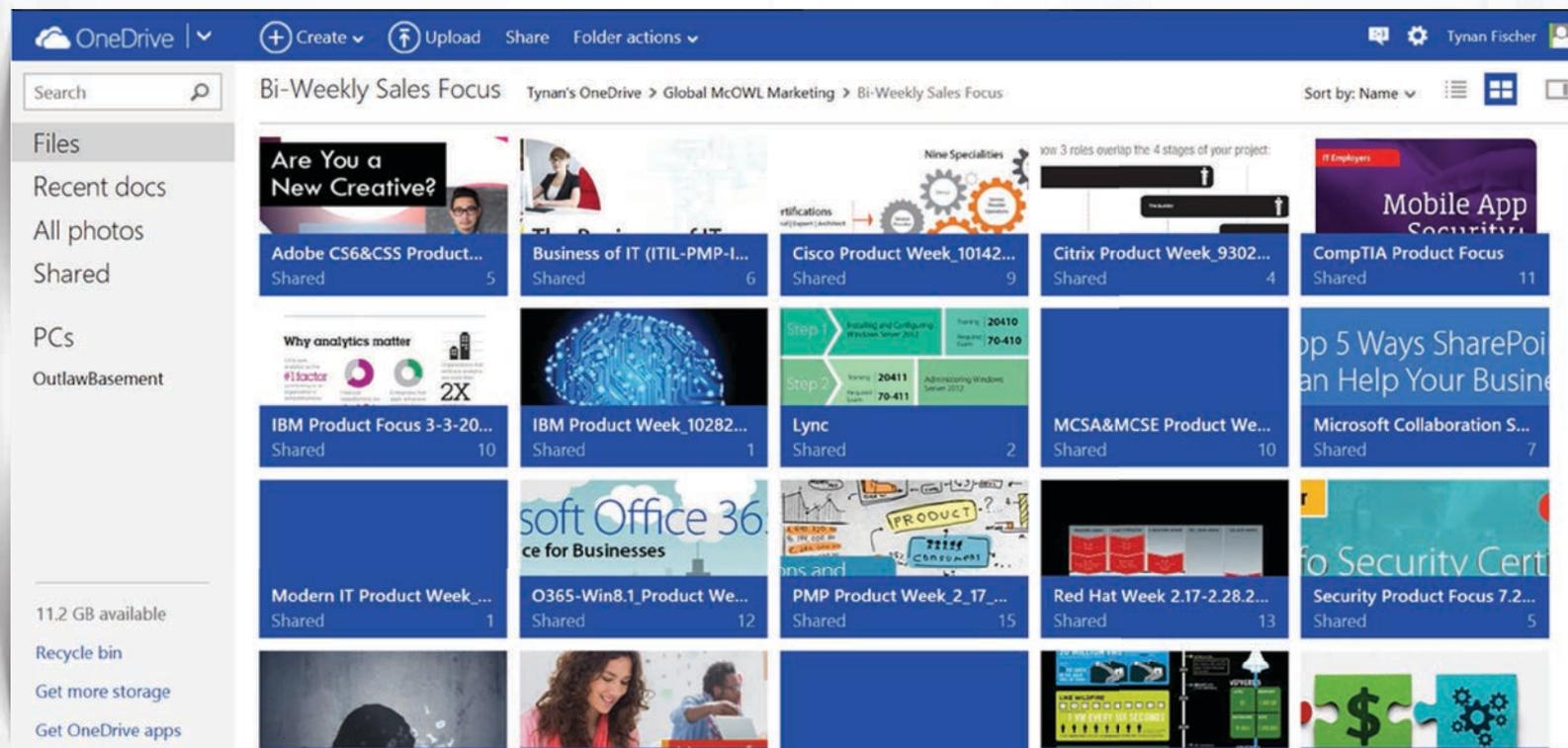


Lead Scoring & Dashboards



Critical: Build a content library aligned to your buyer's journey

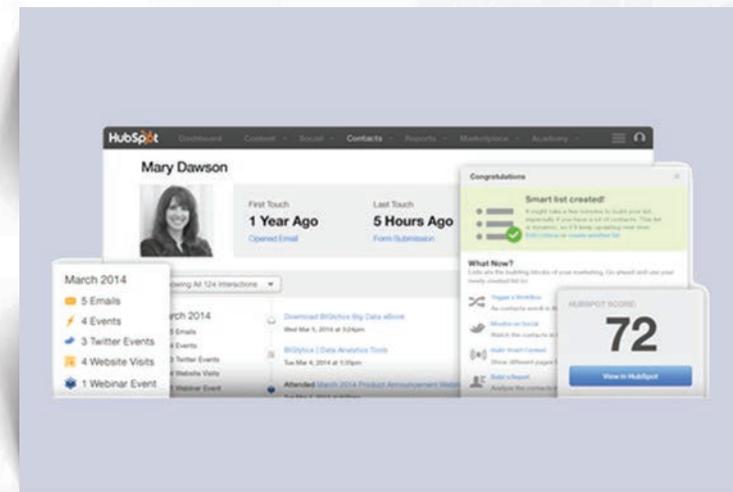
Content is KING! The content library helps sales reps determine *what* and *when* to share with clients. Arm your sales team with a system to educate clients in an easy-to-use format.



Your role is to teach the correlation between content and pipeline growth

Make sure every sales professional understands that their content sharing drives buyers into the conversion funnel. This in turn creates a scoring system that ultimately enables more sales opportunities.

More Leads



Master the conversion funnel!

The conversion funnel is the pipeline of marketing assets that walk a buyer through their education journey. The purpose of the conversion funnel is to connect these assets together in a system to drive both positive conclusions for the buyer, and ideal leads for your sales team.



Image: HubSpot



Section 4: Sales Leaders

**You need to learn Social Selling
yourself to provide leadership**

**HELLO, I AM
ACCOUNTABLE**

Accountability starts with you becoming Social yourself.

You need to walk the walk. Sales professionals aspire to be like you. It's difficult to manage by delegating if you don't understand, believe, or actively participate in the ideas you delegate.

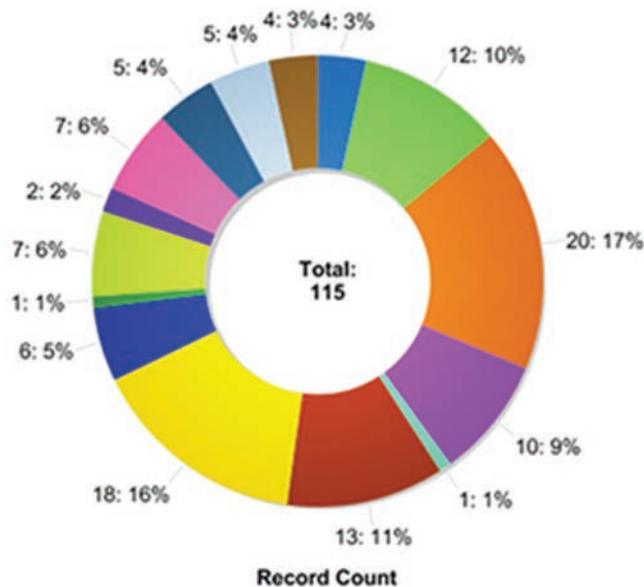


Your CRM is your Social Selling BIBLE

But remember, it's only a Lagging Indicator

- Lead Sources
- Account Sources
- Opportunity Sources

\$ € £ ¥



- AA-ISP
- Channel Partner
- Client Project Expansion
- Client Referral
- Email Discussion
- External Referral
- LinkedIn
- Net Results Campaign
- Past S4L Client
- Professional Network
- Prospect Referral
- Referral Partner
- Tradeshow
- Webinar
- Website Hits

Push your reps by gamifying

Client won via social selling

| Opportunity Owner | Record Count |
|---|--------------|
|  James Shanks | 17 |
|  Paul Jones | 5 |
|  Peter Piper | 3 |
|  John Doe | 3 |
|  Mary Smith | 3 |

Shine a
spotlight
on **success**



Ensuring Social Selling Success

As we've seen, there are a lot of moving elements to a successful Social Selling program. However, if you follow the processes described over the course of this ebook, you will find a framework for successful deployment.

From the CEO, to Sales, Marketing, and Enablement teams, if you can align all these departments, you will foundationally be ready for all of your content marketing, social sharing, and pipeline growth plans to be a success. Organizations that have this see a massive spike in all of these areas.

READY TO 5X YOUR ROI?

Talk to one of our experts!

salesforlife.com/contact