



Social Selling

Learning objectives

1. Have understanding about what social selling is.
2. Understand the difference between social marketing and social selling
3. Understanding the difference of the old sales model in comparison with social selling
4. Appreciate the benefits and advantages of social selling
5. Use of social selling within different social media channels
6. Best practices of social selling with use of LinkedIn
7. Use of social selling within Meetingselect.

What is social selling?

Lead
generation
technique

Focus on
social media

Advisor

Thought
leadership

One-on-one
business
relationships

Team effort

Nurture
through
content

Social selling is not

Delivering the
hard sell on
LinkedIn

Replacement
for talking to
prospects

Short term or
immediate

About
automation

A one-time
event

Spam

Cold calling

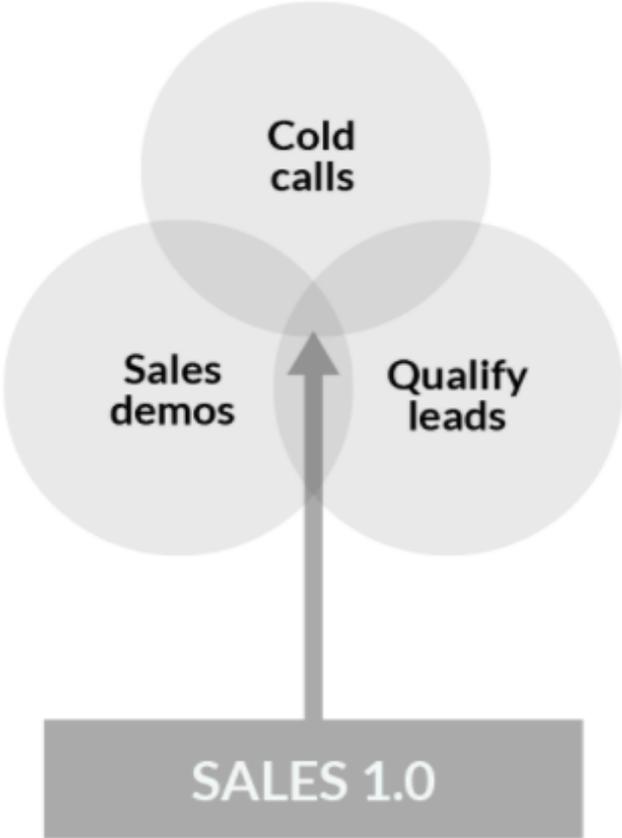
Sharing as
much content
as you can

Replacing face-
to-face
interaction

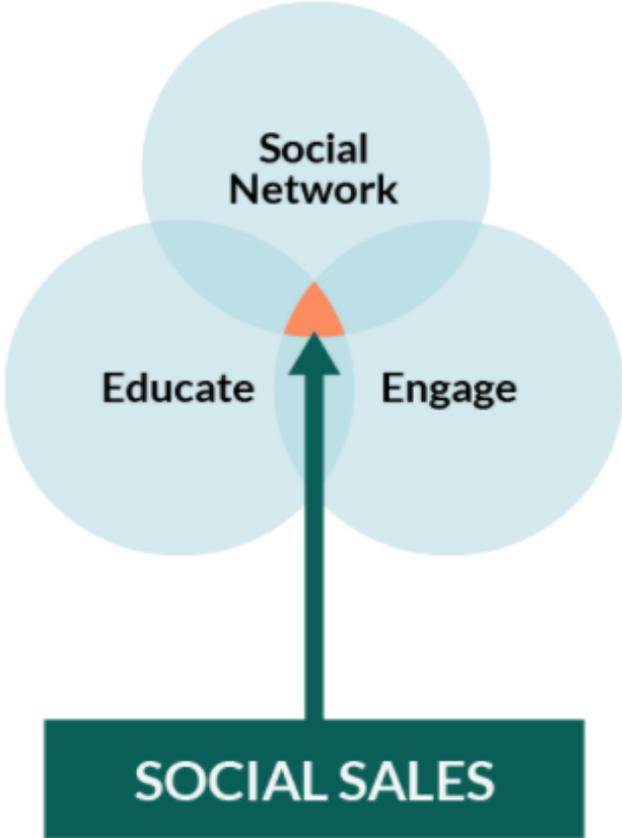
Magic

Stalking

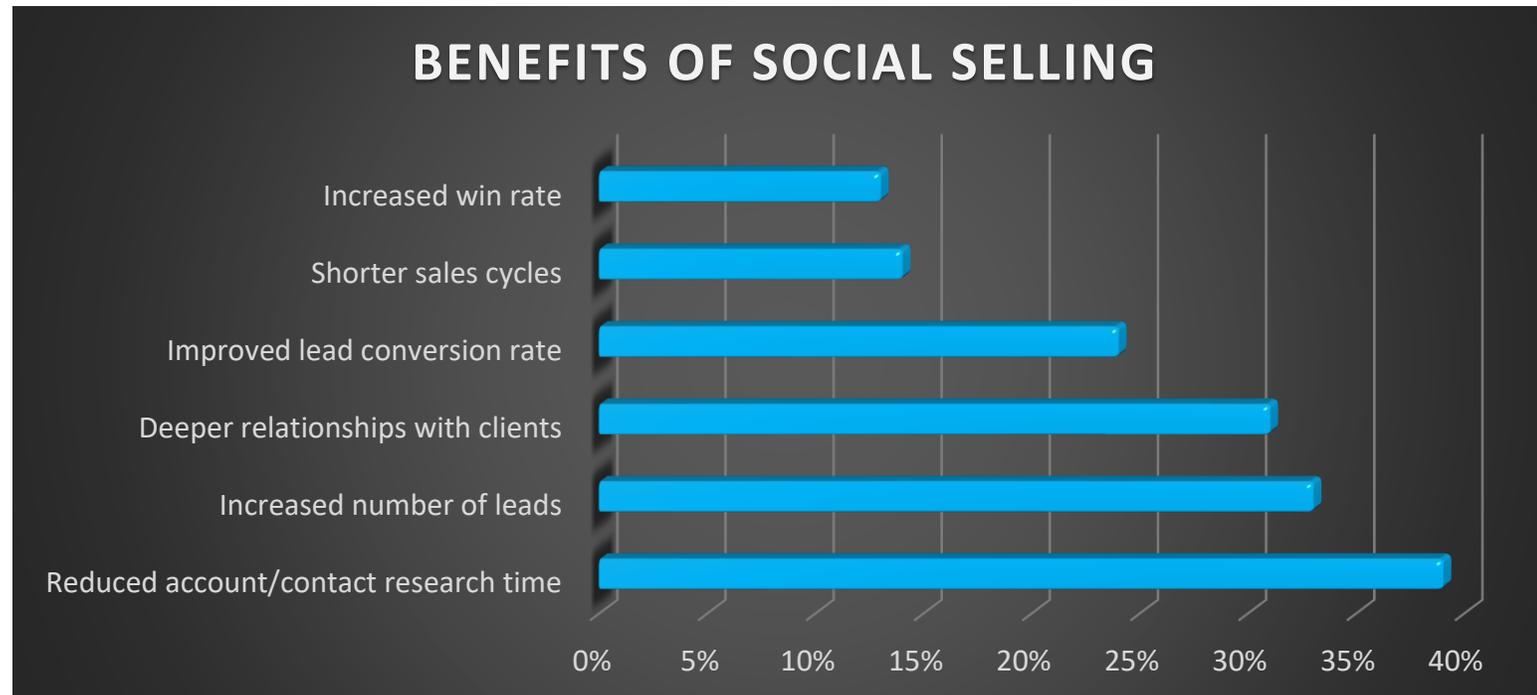
OLD SALES MODEL



NEW SALES MODEL



Benefits



Social selling channels

Social media

LinkedIn

Instagram

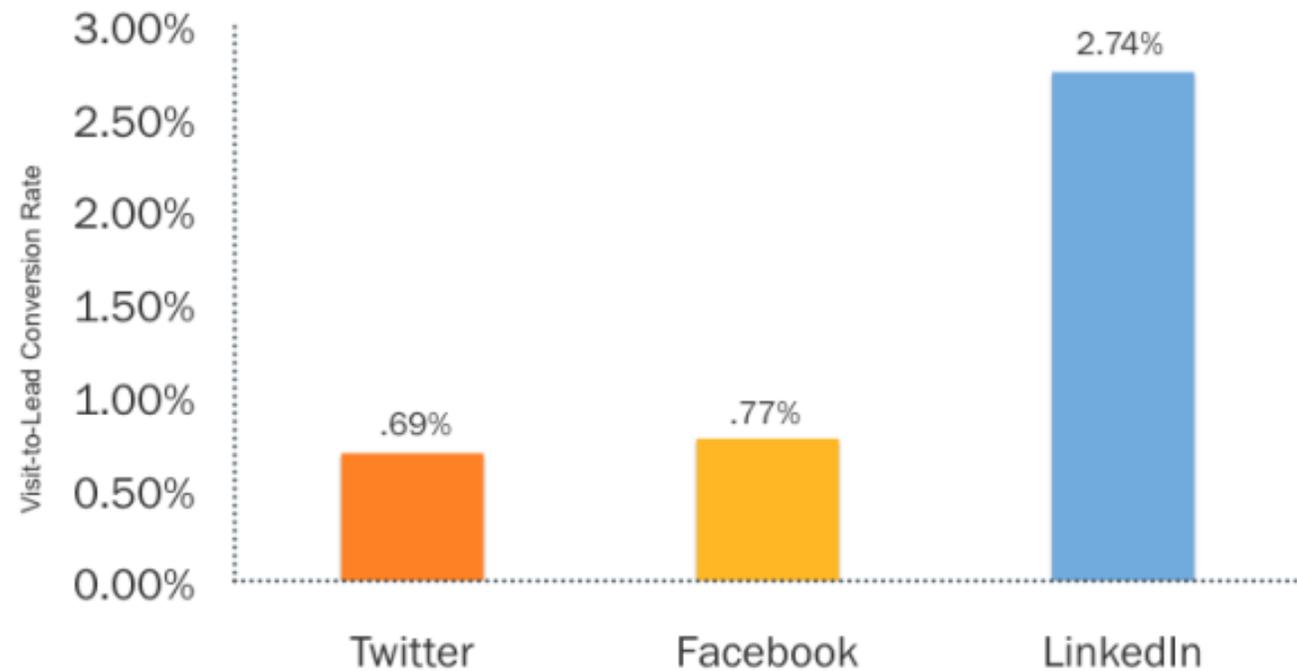
Forums

Blog

Reviews

Podcast

LinkedIn Best Social Network for Lead Generation



This study by HubSpot.com included 5,198 B2B and B2C businesses.



Social selling without being a creep

LINKEDIN

- Always add a customized/personal message
- Join relevant groups and engage
- Ask for introduction from shared connections
- Extend network (Pick the **right moment** to connect with your leads)
 - ✓ Congratulate/respond to job change
 - ✓ Respond to posts / activity on their feed
 - ✓ Important company news
- Post content that shows thought leadership and follow up on responses
- Follow wanted prospects and respond to changes
- Build credibility

Future

Content: [Insiders.Meetingsselect.com](https://www.insiders.meetingsselect.com), guest writers

Linkedin Sales Navigator

White paper

Podcast