Social Selling For Each Sales Function

28 LESSONS FROM THE EXPERTS

Sales for Life™

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Introduction

As the buyer's journey shifts to self-educating so grows social selling. Today's business development professionals not only have to understand the power of social in the sales process but also need to know how to leverage it.

Although social selling applies to everyone in the company, we see 3 major titles leveraging social for prospecting including Business Development Reps (BDRs), Sales Executives (SEs) and Customer Success Reps (CSRs). Each of them uses social selling differently.

That is why we at Sales for Life partnered with PeopleLinx and EveryoneSocial—to help organizations learn the insider tips on how to leverage social selling for each key member in your sales team that is productive, efficient and has a measurable ROI.

BDR

CSR

SE

Business Development Rep

In a business development role, the main goal is to warm up existing leads, prepare them for the sale and move them through the pipeline. Often this means working with leads that have only one or two touch points with an organization. Perhaps they filled out a form on the website or attended a webinar.

By having a BDR qualify the leads, it enables closers to spend more time selling to real prospective buyers.

But just because a lead has left their phone number and email, that doesn't mean they are ready to be contacted. Forrester Research has found that "74% of B2B buyers conduct more than half of their research online before making a purchase or contacting a salesperson," which means your lead might need more time to conduct "self-research" before answering your rep's calls.

There is typically a gap in the BDR sales process significantly impacting success, and that is social selling.

Develop A Cadence For Monitoring Prospects

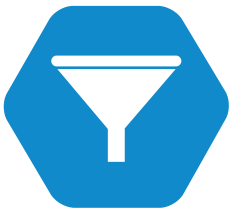
"Never send a naked message. Anytime you communicate with the market, have a value-added content piece attached to it."

- Brian Lipp, VP of Sales, Sales for Life

It all starts with understanding your market and to do that, BDRs need to develop a cadence for monitoring prospects. Here are 3 ways to monitor with social listening:

1

Integrate social listening into your existing processes. LinkedIn is important, but it's not the be-all-end-all. Use other tools like Google Alerts to make sure you're tracking the vertical market segment that you service. Cast a wide net: monitor people, networks, brands, news outlets and competitors.



2

Target further by using tools like advanced keyword search, filtering options, handle and hashtag searches. It really shows you to be more relevant in how you communicate.

3

Have consistent and personalized outreach—not only with social but with phone and email to make sure that you're servicing the market persistently in a value-added way. You can even use a voicemail as a call-to-action back to that content. Focus on educating regardless of the communication medium.

Leverage LinkedIn for Better Buyer Engagement

"It takes 6-8 touch points before someone becomes a lead. Incorporating social is a significant way to be relevant and convert that lead to a phone call."

- Brynne Tillman, Chief Learning Officer, PeopleLinx

Dialing a lead based on a landing page or inbound lead often isn't enough to get them to take your call. Leaving a voicemail is much more likely to get a return call if they recognize who you are. Before you reach out and leave a voicemail, get on their radar socially.

1. Position your LinkedIn profile as a thought leader and subject matter expert, not a resume. When you engage with buyers on social, they visit your profile. Make sure your profile: #1 peeks their curiosity, #2 teaches them something new and #3 gets them excited to take your call. This means writing a headline that isn't your title and company but your value proposition, offering commercial insights in your summary and linking case studies that prove you are the vendor of choice.

2. View your prospects profile. Often LinkedIn will send them an email with people that visited their profile, and if your headline is relevant, they just might check you out.

3. Follow them on LinkedIn. Most people don't realize you can follow someone, not just connect. This will send them a notification and they are sure to click through your profile to see who you are.

4. Check out their recent activity and like, comment or share content that they have engaged with - again, a notification will be sent.

5. Use LinkedIn to learn more about your buyer. Find things in common, universities, past companies, LinkedIn groups, shared connections etc. Mention these in your voicemails or even in a connection request.

Tools Every BDR Should Have In Their Back Pocket

"Social selling is about mixing business and pleasure to form a relationship. And social networks will help you to do that."

- Cameron Brain, CEO, EveryoneSocial

In addition to leveraging social listening practices and LinkedIn, here are a few social selling tools BDRs can use to warm-up leads online without resorting to the cold call:

1

Twitter: If LinkedIn is where your leads go to work, Twitter is typically where they go to play. Sure they might venture the occasional corporate quip, but they also might share their love for coffee, or photos from a weekend outing.

Now your representative can talk to that lead about something that's not the webinar you just had. Make secret Twitter lists of barely warm leads to keep track of. Read what they're writing on Twitter, and reply to it. Then when the time is right, you can send them more information pertinent to their search.

2

Chat: If someone is already on your website, chances are they want to learn more, but they're not quite ready to talk to a sales representative. By employing a chat system (such as Intercom), your BDM can send targeted chats, say "Just letting you know about this upcoming webinar we have on social selling" on a page that is dedicated to the topic.

If the lead has any questions or wants to learn more, they can simply type a response. It's fast, quick, responsive and employs low risk with an easy reward.

3

Email: Once a lead has been exposed to your team on LinkedIn and Twitter and has done some self-research on your website, they might be ready for an email. In 2014 DemandGen reported "82% of buyers reviewed between 5-8 pieces of content from a winning vendor," which means your representative needs to send them the goods—try content relevant to what they have been searching, and throw in a personal reference to something previously mentioned on Twitter, "Have you tried XX coffee yet? I heard it just opened down the street."

Sales Executives

A sales executive's' role consists of many different responsibilities around acquiring new business. It is their job to find and engage prospects, and evaluate and qualify them as a potential buyer.

The sales executive establishes relationships with decision makers and influencers, identifies their needs and recommends solutions. They are typically the clients point of contact throughout the entire process from sale to implementation, offering guidance and recommending product and service solutions.

Sales executives often don't see the value in using social networks. If they don't believe how it will affect the bottom line, they're simply not interested! But the fact remains that social sellers outsell colleagues who don't use social by 78% (LinkedIn).

Nurture Prospects With The Right Content

"Sales Professionals should share content that's relevant to where the buyer is in their journey. Delivering insight to help them, rather than pushing your own self serving agenda, will be better received and lead to collaboration."

- Brian Lipp, VP of Sales, Sales for Life

The right content at the right time can make or break a deal. Here are 4 ways sales executives can ensure they're providing the insights to match where customers are in their journey:

1. Understand where that proposal is in the market. Part of being consultative in sales as you go from online to offline, is you need to have those conversations with people. Ask, what is the best way to support your journey? What sort of timing and information is relevant to you? Ensure your outreaches are aligning to their day-to-day.

2. There is a thing as too much content. That's why these conversations are important. From a pure nurturing point of view, every three days you can add value with content. You don't necessarily need to call; you could send some information on social three days later after you place the call.

3. Monitor big events. Sometimes you can even place a call after a trigger event. Say you saw big news in the industry. Regardless of any nurturing cadence you're in, that news is relevant, timely value. Act on that. The longer you wait on that market event, the less relevant it is from a time urgency point of view.

4. Analyze marketing automation systems. If you have some ability to understand digital body language from marketing automation systems, you can see what that individual or team has been consuming and what they're learning about. So you can be more relevant and aligned based on those insights.

How Sales Executives Can Use LinkedIn To Their Advantage

"The buyer's journey has changed. The supplier needs to leverage their existing network to gain access to stakeholders and then get them curious enough to want to take your call."

- Brynne Tillman, Chief Learning Officer, PeopleLinx

The primary job of a sales executive is to penetrate new accounts, so hunting for qualified opportunities is a vital part of the job. Often SEs will work off lists, CRM contacts, trade-show contacts and customer referrals to gain access to decision makers. Here are 3-ways to add LinkedIn into the SE process:

1

Leverage LinkedIn company pages to identify the stakeholders. For each targeted account create a list of stakeholder titles that are a 2nd degree connections. These are people that meet the criteria of prospect that share a connection with you. By asking your common connection to facilitate an introduction, the success rate of those leads taking your call are significantly higher than any cold reach out.

2

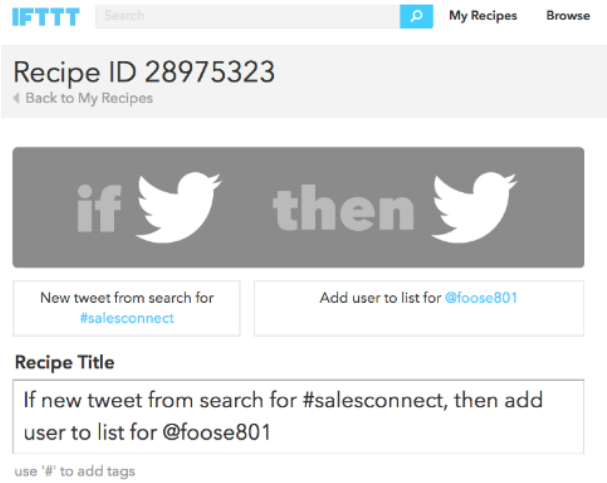
Create and save searches of your ideal prospects and again, choose 2nd degree connections to build a list of targeted stakeholders that you share a connection with. Methodically and consistently ask those shared connections to make introductions either on LinkedIn by email or even if person if possible.

3

Make thought leadership and commercial insights a high priority. In a world where "buyers complete 67% of their decision making before they contact a sales rep" (SiriusDecisions) and "74% of buyers choose the sales rep that was first to add value and insight" (Corporate Visions) it is vital that you are peaking curiosity and adding value before you ever even have a conversation.

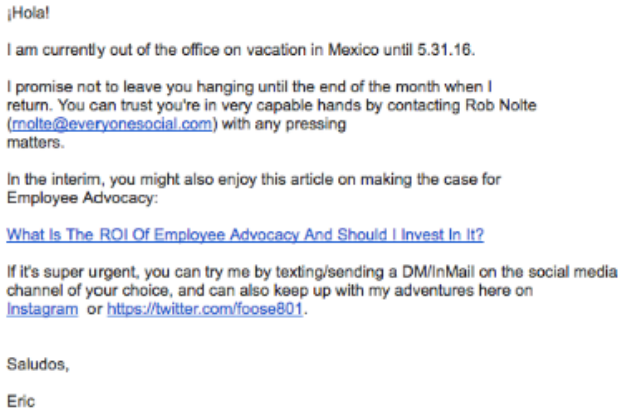
Leverage Social Networks To Help Sell

"Use if this then that (IFTTT) for conferences."
- Eric Fuessel, Sales Executive, EveryoneSocial



1

IFTTT: Every time he attends a conference, EveryoneSocial sales executive Eric Fuessel sets up an IFTTT recipe. IFTTT allows Eric to create a workflow that automatically adds Twitter accounts that use the conference hashtag to one of Eric's Twitter lists. The attendee receives a notification that they have been added to Eric's list, and Eric receives a new lead.



¡Hola!

I am currently out of the office on vacation in Mexico until 5.31.16.

I promise not to leave you hanging until the end of the month when I return. You can trust you're in very capable hands by contacting Rob Nolte (rnolte@everyonesocial.com) with any pressing matters.

In the interim, you might also enjoy this article on making the case for Employee Advocacy:

What Is The ROI Of Employee Advocacy And Should I Invest In It?

If it's super urgent, you can try me by texting/sending a DM/InMail on the social media channel of your choice, and can also keep up with my adventures here on Instagram or https://twitter.com/foose801.

Saludos,

Eric

2

Socialize Your Out Of Office Reply: And when you go on vacation? Don't let those restful days away keep you from staying social. In fact, your customers might like it! Whenever Eric goes on vacation he makes sure to load his automated "out of office reply" email with two things: 1) how to stay in touch via social (maybe they'll want to follow your vacation on Instagram) and 2) resources they might be interested in.

Customer Success Rep

Customer success reps play a critical role in determining how effective a solution will be in the hands of each organization they work with. CSRs typically manage the client process from onboarding, training, orchestrating, installations and implementation as well as ongoing support throughout the client lifecycle.

As the primary contact to the clients, they are often taking customer feedback, relaying that information to the product and/or sales team, and driving positive change. The objective is to get the most adoption or engagement so that they client receives the best service and results, which drives customer retention and growth.

Sales teams get a lot of the glory, but Customer Success Reps are the folks holding the business together on a day to day basis. Winning new business is a one-time affair, however retaining and growing the client is something that often (if it's being done correctly) requires years of attention and effort.

Understand Each Key Contact Prior To Interactions

"The reality for sales/CS professionals is that most interactions are blind; most of the time no research is done about the individual, their companies or industries. The days of just reading websites to speak at a surface-level are done. We've firmly crossed that chasm."

- Amar Sheth, Social Selling Evangelist

Fundamentally, CS has two macro-level objectives: #1, drive user satisfaction and adoption, and; #2, expand revenues in accounts (traditionally referred to as "Account Management"). Tactically, CS professionals can practice the following to achieve the objectives. Both objectives can be hyper-accelerated with social selling usage.

1. Determine key contacts for expansion using LinkedIn and building Org Charts.

2. Socially surround contacts to gain unique insights/perspectives. The goal here is to bring more context and relevance to each interaction.

   CS professionals would be wise to accelerate their understanding of each key contact prior to interactions and serve the right insights for every interaction moving forward.

Focus On Growth With The Right People

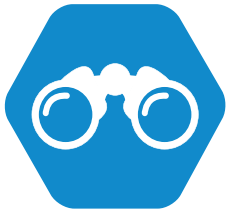
"It is important to have many different relationships inside of an account in order to see it's full potential."

- Brynne Tillman, Chief Learning Officer, PeopleLinx

The ultimate goal of a CSR is to retain and grow clients. Retaining clients is accomplished primarily through adoption of the solution within the organization. Growth however is a bigger initiative and LinkedIn can be an effective tool in gaining access to more of the right people within the organization.

1

Connect with all of your contacts inside of the account. Mine each of their connections by looking up others that they know inside of the company that would you would benefit from meeting. Request introductions from your client and set up meetings. If you client can participate in those meetings and share success stories, it will have an even greater impact.



2

Look at People Similar to and People Also Viewed to identify other people in the organization is similar roles or departments. These people may need your solution as well, so it is a good idea to set up brief conversations or in person meetings.

3

Click through all the employees from the LinkedIn company page and drill down to the titles of your decision makers and influencers. Bring the list of names to your client and ask how well they know them and if they can connect you as well.

Many sales executives will have a coach or mobilizer inside of an account who believes in their solution and is willing to make internal introductions. CSRs build strong relationships with these influencers already, but by adding LinkedIn to the process gets the right stakeholders faster.

3 Tactics To Retain Relationships

"My clients recommend me on LinkedIn, and I recommend them. It's how these new referrals know we are as good as we say we are."

- Cameron Yates, Customer Success Rep, EveryoneSocial

A few ways social can help customer success retain the relationship, and upsell when the time is right:

1

Use LinkedIn Recommendations: Referrals are a big deal. When one of your customers recommends your product to a potential customer, the first thing that lead is going to do is check out your LinkedIn Profile, which Cameron Yates makes sure he comes highly recommended.

2

Send HARO Recommendations: Help A Reporter Out (otherwise known as HARO) sends daily emails full of reporters looking for quotes on various topics for various publications. Subscribe for yourself, and then have your customer success rep send along pitches that pertain to your customers.

If, for example, your client works in recruiting, and there is a HARO reporter for the New York Times looking to interview someone that works in recruiting, send the info along to your client. They get an additional marketing boost and some personal branding credit. And so do you.

3

Schedule GoToWebinar Trainings: The more "on-board" your clients are with your product, the more likely they are to want more of it. So train your contact, and all of his/her team at the company. But not just on your product. And not just so they use it well and get more people to use it too. Schedule trainings on how to be a better speaker, or how to submit a speaking abstract to a large conference. Connect with and support their personal, professional interests and ambitions.

The training you provide your customer will benefit them and you. The next time you want one of your customers to evangelize about your business, they'll already be trained to give the best possible speech (and happy to do it!).

Conclusion

Social selling can't be ignored. It needs to be aligned with your sales methodology and marketing initiatives. Begin by defining the business development roles in your organization, determine what activities and templates they should be using and what onboarding, training and support you are going to provide.