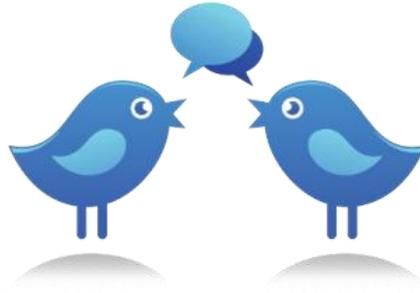


Does “SocialSelling” really mean better selling?

Social Media is having a major effect on how business is being conducted. Where initially, social media was used by marketing to get closer to its target audience, it was soon followed by HR who used it for recruitment and employer branding. Over the last years customer service has taken to social media but who is next? Sales!



Why? Buyers are turning to social media to help them through their buying process. The buying process is no longer a straight line and no longer face-to-face. Today buyers consult massively internet, social media and their peer networks before making a buying decision.

Salespeople have always been cameleons adapting to every new situation. The job as a sales person has changed over the year: From hunters to farmers over spinselling to solution selling, we have no arrived at the point where provocative selling (aka social selling) makes you stand out as a salesperson.

Today customers want their salespeople to be pro-active and offer solutions and advice before situation arise which Liesbeth Huysmans illustrated perfectly with the example of buying riding pants for her upcoming vacation. So in today's sales environment, it's no longer the Hard Worker, nor the Relationship builder nor the Lone Wolf or Reactive Solution Provider who wins deals. Today's sales champion is the **Challenger**. He/she who asks questions, shares from knowledge from his/her experience and provides insights during the sales journey. Building a challenger salesforce takes time because you are not only dealing with a new mindset but also a changing buying journey. The time to social selling (aka provocative selling) is here. (100 years of selling in 45 minutes - [Liesbeth Huysmans](#) – CEO, [LISS](#))

Social Selling can be defined as using social media to support your activities in your sales process. It entails finding new clients, connecting with them and providing them with insights so they can make better decisions. However, we can't lose sight of our goal (selling) and forget to close the deal! Finding where clients are active on social and understanding what they are reading is just a first step. Creating professional profiles, finding good content to share and sharing it at the right moment will make you a social seller with a future. Finally, you need to know that Social Selling is combination of technology, technique and discipline ([Mic Adam](#) – CEO, [Vanguard Leadership](#))

Social Selling translates in a B2C environment to creating an omni-channel approach whereby you align both sales and promotion with online and offline. It starts out with mapping your customers' buying journey using monitoring. Then you build a strong online reputation. This is followed by gathering intelligence about your client and the touchpoints you have with them. You build your network of peers and actively engaging with them via social media.



They are a key success factor to social selling in retail. But foremost, creating the right content within the right context will make you stand out as a brand and will make social selling viable for retail businesses. ([Sven Bally](#) – [Veritas](#), Head of e-commerce and CX)

Social Selling really thrives in a B2B environment but still has a long way to go. The early adopters of Social Selling are discovering more and better deals. Social Sellers have a *process* (**Find** people to populate the prospect list; **Give insights** to nurture the relationship; and **connect** to create long lasting trusted relationships), a set of *tools* (LinkedIn & Twitter for conversations and Slideshare & other tools for content) and *aroutine* to make it all come together. Results can be measured but more importantly sales are affected positively and reaching your quote is no longer a struggle ([Thierry Siraut](#) – [SAP](#), Account Manager Premium Engagement Services)

And then there is the myth that social selling is only for large corporations. Not so! Even small companies or even individuals can profit from social selling. Keep in mind that ¾ of the buying process is done before the actual sale and without the help of a salesperson so stop selling the traditional way in any size business. Time to adopt the 3C process: Find and Create **Content**, Start **Conversations** and **Convert**. This holds true for any salesperson. By spending 30 tot 60 minutes a day on social media you can maximize your efforts and have a great impact on your customers and sales results ([Kevin Thomas Tully](#) – [SalesForLife](#), Chief Sales Officer).

Want to know more about social selling? Take a look at the different presentations of the above people on our website. Or even better...

Why not participate in one of the many Social Selling Twitter Chats? These are One-hour sessions on twitter using a specific hashtag where experiences, techniques and tools are exchanged freely. You can contribute or simply listen. Here are some great Social Selling Twitter Chats: **#S4ISocial** (Wednesday @ 6PM), **#SalesEu** (Wednesday @ 4PM) or **#SSHour** (Mondays @ 10PM). I look forward to seeing you there one day