

10 tips that help you master SOCIAL SELLING

the art of leveraging your social networks to find the right prospects, building trusted relationships, generating inbound leads and ultimately, reaching your sales quota.

- 1. Get your profiles in good shape**
Complete your profile with a professional photo and thoughtful bio on Twitter and LinkedIn etc. Well-written profiles with a customer-centric story enhance your brand.
- 2. Decide on who you're targeting**
Decide who you want to engage with on social and adjust your messages and content accordingly.
- 3. Engage with insights**
Engage with thought leaders within your area of expertise and share your knowledge with prospects and other key connections in your network. A strong comment means so much more than a thumbs up.
- 4. Build trusted relationships**
Focus on genuine conversations first, selling second.
- 5. Think quality over quantity**
When sharing a link on social that you think your network will find valuable, add a few lines of text with it. Share your opinion, a key takeaways from the article or encourage your network to engage with your post by asking a relevant question.
- 6. Create a content piece**
Better than proving your knowledge by providing additional insights to someone else's content, is to create your own content piece. Record a quick video or write a blog post.
- 7. Schedule a meeting through social**
Capitalize on the connections you make online and schedule a meeting with someone whom you've had a fruitful discussion with in social media.
- 8. Be active in online communities**
Rate the company you work for on Glassdoor, participates in discussions on Quora and Reddit and join relevant LinkedIn groups. Being active in online communities helps you grow your network and spread your message further.
- 9. Don't just share your own content**
Social selling is about taking part in dialogue online; it's not about having a monologue where you bombard your network with articles created by you and/or your company. Share relevant content from other thought leaders within your industry too.
- 10. Measure your results**
Keep track on which posts worked well and which didn't. Do you get better engagement on your share if you included a question? Measure the result of your presence on social and do more of what works well.