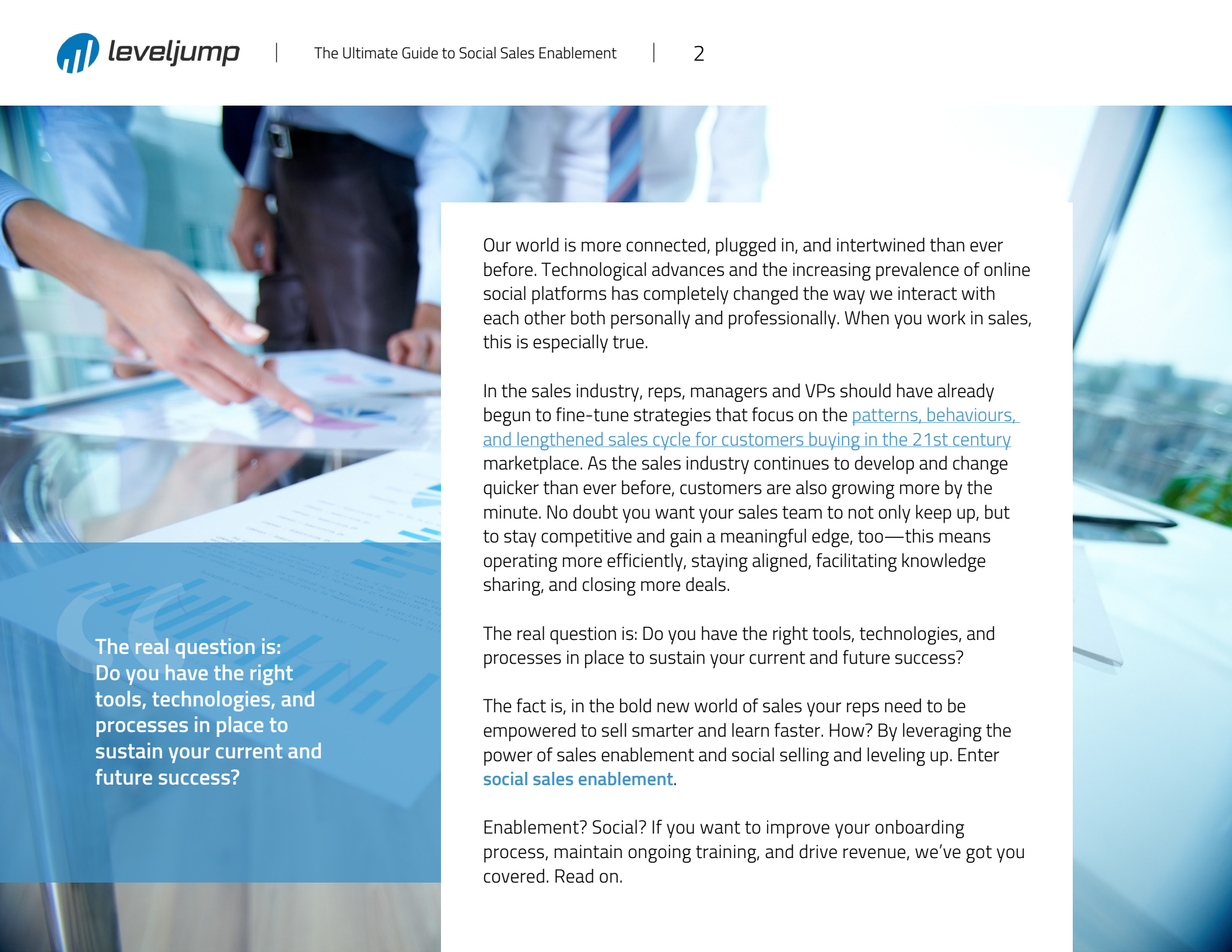




THE ULTIMATE GUIDE TO SOCIAL SALES ENABLEMENT



A background image showing a group of business professionals in a meeting. In the foreground, a person's hand is pointing at a tablet displaying a colorful pie chart. Other people are visible in the background, some looking at documents. The overall tone is professional and collaborative.

**The real question is:
Do you have the right
tools, technologies, and
processes in place to
sustain your current and
future success?**

Our world is more connected, plugged in, and intertwined than ever before. Technological advances and the increasing prevalence of online social platforms has completely changed the way we interact with each other both personally and professionally. When you work in sales, this is especially true.

In the sales industry, reps, managers and VPs should have already begun to fine-tune strategies that focus on the [patterns, behaviours, and lengthened sales cycle for customers buying in the 21st century marketplace](#). As the sales industry continues to develop and change quicker than ever before, customers are also growing more by the minute. No doubt you want your sales team to not only keep up, but to stay competitive and gain a meaningful edge, too—this means operating more efficiently, staying aligned, facilitating knowledge sharing, and closing more deals.

The real question is: Do you have the right tools, technologies, and processes in place to sustain your current and future success?

The fact is, in the bold new world of sales your reps need to be empowered to sell smarter and learn faster. How? By leveraging the power of sales enablement and social selling and leveling up. Enter [social sales enablement](#).

Enablement? Social? If you want to improve your onboarding process, maintain ongoing training, and drive revenue, we've got you covered. Read on.

SALES ENABLEMENT

It's a question that's tossed around often in the industry—what exactly is sales enablement? Here's the short answer: sales enablement is a set of practices, tools, processes, and technologies that will enable your team to sell successfully in the 21st century. Sales enablement takes into account the fact that sales reps' roles have changed and acknowledges that customers are now in the driver seat, then arms salespeople with the tools to adapt accordingly.

The longer answer is a little more nuanced and intertwined. Sales enablement weaves several different threads together, such as

- ▶ strategic sales coaching
- ▶ onboarding
- ▶ performance analysis
- ▶ content generation
- ▶ growth and development
- ▶ driving revenue using measurable data
- ▶ etc.

The result is a trampoline-like surface that will send your team (and revenue!) soaring to new heights. It's a multifaceted, interrelated system designed to ensure your inbound marketing efforts pay off and usually leverages the power of a customer relationship manager (CRM) such as Salesforce.



Some other key tenors of sales enablement are:



Strategy over operations

Sales enablement is always executed strategically, using goals and objectives, measurable data and robust analytics, clear timelines, and a consistent (but thoughtful) investment of resources.



Customers first

Sales enablement provides a more holistic approach to building relationships with customers as they continue to buy in completely new ways. The key to sustainable growth is truly understanding the habits and values of your increasingly independent and well-researched customers.

Marketing and sales departments cannot function completely separate of each other



One team, one dream

Sales enablement is all about facilitating communication among sales reps and between your sales team and other departments. Marketing and sales departments cannot function completely separate of each other. Enhanced communication and connectivity can also help with sharing the benefits of coaching, learning, and development.



Big data big insight

Collecting a wide variety of data and then using powerful analytics tools makes successful strategizing possible. Actionable insights and more profitable sales comes down to the incredible wealth of information now available at your fingertips.

SOCIAL SELLING

Some say that social [selling is the future](#). However, we think it's safe to say that the future is here already. Social selling is what you need to do right now to be successful.

Social selling is a crucial component of sales enablement. It puts the influential power of social media in the hands of salespeople, allowing them a direct line to their prospects. Sales reps can build stronger relationships and add additional value by answering questions, offering support, and providing thoughtful content as they guide prospects through the funnel.

Customers are engaging and, ultimately, buying in new ways. There's a ton of useful, eye-opening statistics out there, including this one: Did you know [that the average smartphone conversation rates are up a whopping 64%](#)? Mobile and social selling go hand in hand, and if you want to flourish in sales you must give the people what they want! That means using social media to engage with customers in meaningful ways, not interrupt their daily lives with impersonal, outdated marketing strategies.



You might consider getting started by selecting the most relevant social media for your business. Some options include



LinkedIn



Twitter



Facebook



Google+

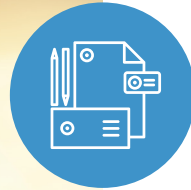


Pinterest



and more

Metrics will be highly measurable and will likely be focused on likes, comments, shares, tweets, retweets, favourites, and more. Take some time to identify the social networks that cater to your buyer personas and match the new way your customers buy.



Other key tenors of social selling include:

Creating a Brand

Brand reputation is important. The market is saturated with endless options as customers doing their research and grow increasingly selective. They will only interact and buy from a brand when they feel loyalty and a genuine connection. Ensure your brand is professional, consistent, and true to your values. Brush up on your social media etiquette to avoid missteps.



Collaborating

Let's face it, organizations and departments that are structured into silos that function completely separate from one another are in trouble. Applied internally, social media can help break down barriers between teams within your company and help everyone stay aligned. Externally, it can help you build a strong relationship and friendly rapport with prospects—making customer's feel like they're actually on your team.



Prospecting

Social selling allows you to be an influencer rather than a mere reactor. With the real-time visibility offered by social media, your customers' needs are more transparent, which means that your organization can act accordingly. As a bonus, if you deliver satisfactory results, your customers will generate leads for you by advocating online for your brand.

LEVEL UP: SOCIAL SALES ENABLEMENT

Social sales enablement blends the best tenets of sales enablement and social media in order to create a whole new system that supercharges the success of your sales reps in the 21st century. After all, if customers are buying in new ways, your sales team needs to interact, grow, and develop in new ways, too.

Social sales enablement incorporates learning technology to inspire and empower your team to sell better by learning smarter and more efficiently. Timely, relevant content and innovative methods of distributing knowledge are not only key to satisfying customers—they are integral to a winning team with a bright future.

Let's look at three basic thoughts that encapsulate the philosophies of social sales enablement.

- ▶ Your customers do not want to waste time searching for answers, and neither do your sales reps. Knowledge should be timely, relevant, and widely accessible.
- ▶ The right sales enablement software built natively on your CRM can effortlessly create the kind of training your sales team will eagerly anticipate.
- ▶ You should aim to use new innovations such as cloud-based sales learning and enablement tools to equip your team with all they need to increase revenue and shorten the sales cycle.

And how does social sales enablement make these philosophies a reality?

By boosting productivity: Timely and relevant coaching content right when sales reps need it.

By prioritizing engagement and collaboration: Building trust between peers is important. Sharing best practices and circulating success stories allows for greater peer-to-peer insight and ensures that when one person wins, everyone benefits.

By measuring training effectiveness and ROI: Analytics and big data are the key to growing strategically. For better business outcomes, measure how your sales enablement and training content are performing in terms of your bottom line.

Social sales enablement incorporates learning technology to inspire and empower your team to sell better

WHO ELSE BENEFITS FROM SOCIAL SALES ENABLEMENT?

As you might have already gleaned, **salespeople** can thrive by utilizing social sales enablement principles to facilitate peer-to-peer collaboration and engage in training materials that are accessible, enjoyable, and comprehensive.

Sales managers will also benefit from a more efficient onboarding process thanks to sales enablement software. Additionally, both new and seasoned team members will benefit from a stronger, more aligned approach to coaching.

As for **VPs of sales**, they will have access to top sales reps' success stories due to the increased connectivity of the platform. Replicating success across the entire team and motivating each individual sales rep is easier than ever, improving productivity and rethinking inefficiencies in the process.

A TRIANGLE OF SOLUTIONS: COACHING, ONBOARDING, MARKETING



Coaching

A more empowered buyer requires a more empowered team of sales rep. Providing more training is one thing, but there are often limited resources, busy workdays, and uncertain ROIs.

Accelerating a more personalized approach to sales training can have a huge impact on each and every sales rep. Using social sales enablement technology allows your team to learn efficiently, collaborate successfully, and measure their success right in the CRM they already use.



Onboarding

Onboarding is a particular struggle for many companies. Sales is a challenging industry that can often experience high turnover. Onboarding new reps is not only expensive, but [it can take a whopping 10 months or more](#) for a new salesperson to grow into a fully productive member of your company. If you know how fast-paced the industry is, you know that 10 months in sales can seem like 10 years.

You need to change the way you think about onboarding. It's not a stand-alone event—it's a process. By utilizing new training technologies, you can inspire and refresh seasoned sales reps while making the onboarding process smoother and more effective for new ones. Additionally, a strong onboarding process can help attract top sales stars who value an environment of consistent development.



Marketing

Proponents of sales enablement already recognize the importance of aligning sales and marketing departments. These essential departments cannot function separately anymore if you want to increase your revenue and grow sustainably.

Social sales enablement bridges the gap between sales and marketing—increasing revenue and inspiring customers in the process. Leverage the power of marketing case studies, testimonials, product updates, and competitive analysis at the right time during the sales cycle.



REACH NEW HEIGHTS WITH LEVELJUMP

LevelJump is learning technology that offers innovative sales enablement, onboarding and training. Its consistent and intuitive programs allow you to provide the right content at the right time.

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📍 10 Dundas Street East, Suite 600,
Toronto, ON M5B 2G9

📞 1.844.438.5876