



A STEP-BY-STEP GUIDE TO IMPLEMENT SOCIAL SELLING FOR EXECUTIVES

With research from



Table of Contents

- 1 Introduction
- 2 Benefits Of Social Selling
- 3 The Right Mindset: Why Social Selling? Why Today?
- 4 Are You Ready?
- 5 Steps To Successful Social Selling Implementation
- 6 Priority Assertion
- 7 Outline Roles and Responsibilities
- 8 Measure Behavioral Change
- 9 Enrich Skillset
- 10 Reinforce Action
- 11 Amplify and Scale
- 12 Conclusion: Ensuring Social Selling Success
- 13 Next Steps
- 14 Sources

Introduction

It's no secret the B2B buyer has changed more in the past 10 years than 100. The modern consumer is digitally driven, socially connected and mobile empowered. Old tactics are increasingly less effective, warranting a massive change in the way organizations reach and sell to their customers. Today, the buying journey of most executives is done digitally.

This executive resource is designed to highlight the strategy and process leaders need to jumpstart digital transformation in their sales organization. Rather than a definitive guide, it is a roadmap and a starting point for success. With insight from dozens of world-class companies, it focuses first on the value of social selling, then takes leaders through a step-by-step process for implementation.



Benefits Of Social Selling

Revenue Growth

With the right skills, training and technology, organizations currently adopting social selling are seeing a lift in social activity, pipeline and revenue.

Based on an independent study conducted with over 300 sales professionals, 63.4% of social sellers report an increase in their company's sales revenue versus only 41.2% of non-social sellers.



Social selling adoption will continue to increase:

74.9% of companies report an **increase in their sales team using Social Selling** in the next **12 months**.



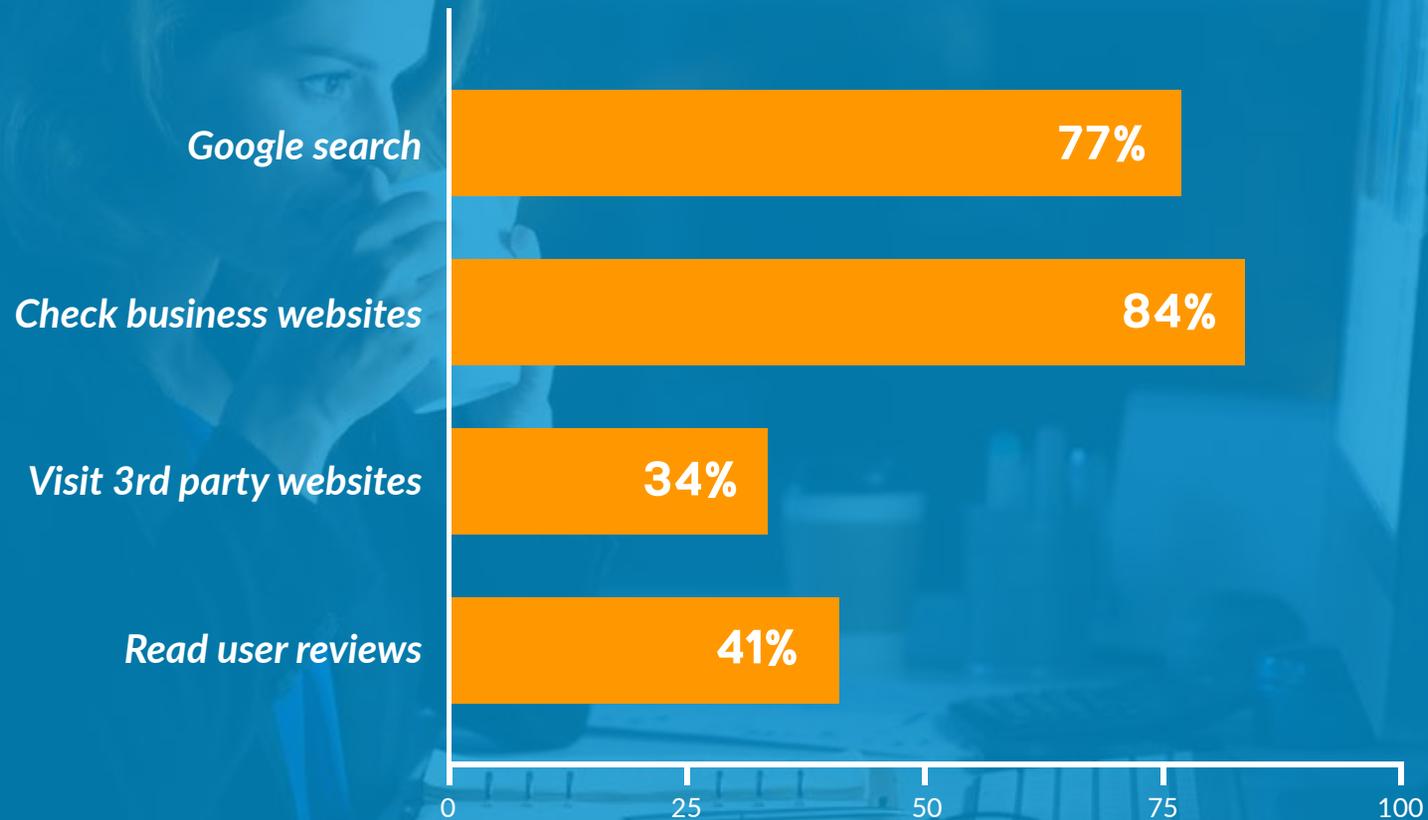
The Right Mindset: Why Social Selling? Why Today?

The average buyer in business is just like the average consumer at night on their couches surfing the Internet. Consumers purchase clothes, televisions and build their future vehicles online or on the go. What makes you think they don't also research software, hardware, HR best practices, insurance or corporate healthcare policies in the same way?



According to the 2014 State of B2B Procurement study from the Acquity Group, 94 percent of business buyers do some form of online research:

- 77% use Google search
- 84.3% check business websites
- 34% visit 3rd party websites
- 41% read user reviews



Businesses around the world have already forever changed because buyers have changed. Buyers are arming themselves with more information than ever to make informed decisions.



“57% of the Buyer’s Journey is now done before a sales professional is involved.”

– 2012 by Corporate Executive Board (CEB)

“75% of business-to-business buyers are now using social media to research vendors.”

– International Data Corporation (IDC)

In other words, if you're not helping arm your company for the digital change, your company isn't going to survive.

“ More than one-third of businesses today will not survive the next 10 years. The only ones that will survive will turn their companies into digital, techie versions of themselves, and many of will fail trying. ”

- John Chambers, Cisco's outgoing CEO of 20 years
San Diego, 2015



Are You Ready?

Is your organization ready for digital transformation?

You must be able to answer **YES** to both questions for digital transformation to be a fit.



1



IS YOUR **BUYER ONLINE?**

2



IS YOUR SALES TEAM
WILLING TO EDUCATE DIGITALLY?

When digital transformation is not a fit

If your buyer is unwilling to learn or engage with their social network; if the seller is unwilling to build their network and educate their buyer, then we have a break in the Social Selling paradigm.

A photograph of a group of people sitting on a concrete bench. From left to right: a woman in a grey jacket uses a red smartphone; a man in a blue jacket reads a book; a woman in a blue jacket holds a tablet; a man in a blue jacket uses a white smartphone; and a woman in a blue jacket uses a white smartphone. Several white and patterned shopping bags are scattered on the ground in front of them. A large blue circular graphic is overlaid on the bottom left of the image.

Ensure that your buyer is **online.**

Be patient – digital transformation takes time

Problem:



Immediate ROI is poor

You've started implementing Social Selling tactics but aren't seeing results within the first few weeks.

Opportunity:



It takes time to align your process with the modern buyer

Companies "spend considerable cycles educating key stakeholders on the value of social media, training the sales team on how to use their social networks, and putting the right tools and processes in place to support a social selling program that will improve the bottom line."

– Forrester, Research, *Breaking Through The Hype Of Social Selling*

Your Steps To Successful Social Selling Implementation

01

Priority Assertion

02

Outline Roles and Responsibilities

03

Measure Behavioural Change

04

Enrich Skillset

05

Reinforce Action

06

Amplify And Scale



01

Priority Assertion: Be the voice of digital transformation

02

- Tweet company successes



03



- Connect with the entire sales and marketing team on LinkedIn

04

- Share favorite digital articles and insights with the salesforce as recommended reading and sharing



05



- Be part of digital asset creation, such as blog articles or videos.

06

Outline Roles and Responsibilities: Organization alignment is key

01

SALES LEADER



- Voice of accountability
- Learn social selling first
- Teach sales team value of social selling

02

03

MARKETING LEADER



- Engine that power the machine
- Creates insights that fuel buyer conversations

04

05

OPERATIONS/ENABLEMENT LEADER



- The glue between sales and marketing
- Create service level agreement

06

Misalignment: adverse effects

01

02

DEPARTMENT MISALIGNMENT

NEGATIVE EFFECT

03

Sales



A sales force with zero accountability to drive action.

04

Marketing



A sales force left without content to educate buyers or tools to create new opportunities.

05

Enablement



A sales force that never adapts to the new buyer and reverts to old habits.

06

Measure Behavioural Change: Indicators

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Leading

Current

Lagging

Learning Behavior

Social Activity

Sales Pipeline



➤ **CRM**

Are your sales professionals having new social conversations logged as Activity?



➤ **Marketing Automation**

Are new Leads being driving through Social Campaigns?
What increase is social having to your new Leads?



➤ **LinkedIn Sales Navigator**

Are your sales professionals leveraging the tool on a daily basis?
Which teammates are consistent users and driving new social conversations?



➤ **Employee Advocacy**

Are your sales professionals consistently sharing insights?
How are your sales team's social networks becoming lead generation machines for your company?

Enrich Skillset: blended learning

The routine 60,000 sales professionals are leveraging each day:

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Find

a buyer, his or her buying committee, and his or her buying influences, and socially surround all these people to gather market intelligence.

Educate

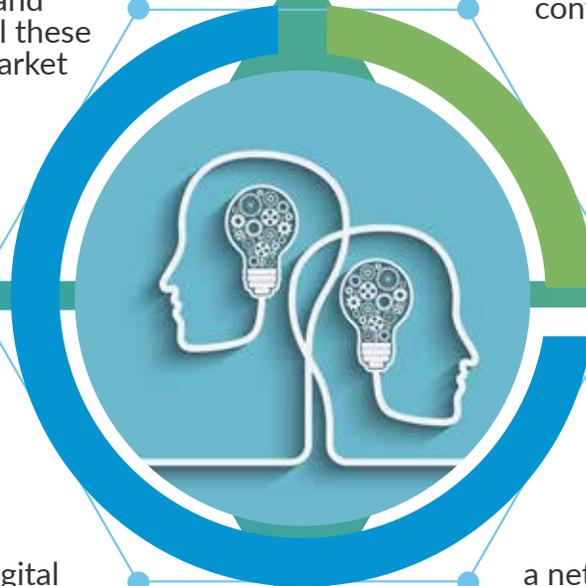
yourself and your buyer to have more contextual conversations that build rapport and trust. Digital insights are key to shaping a Buyer's Journey.

Engage

your buyers with digital insights that push them off their Status Quo, and to think differently about their go-to-market priorities.

Develop

a network of people that can continue to open opportunities for you. You recognize that your "network is your net worth" (Jill Rowley).



01

Reinforce Action: coaching and long-term training

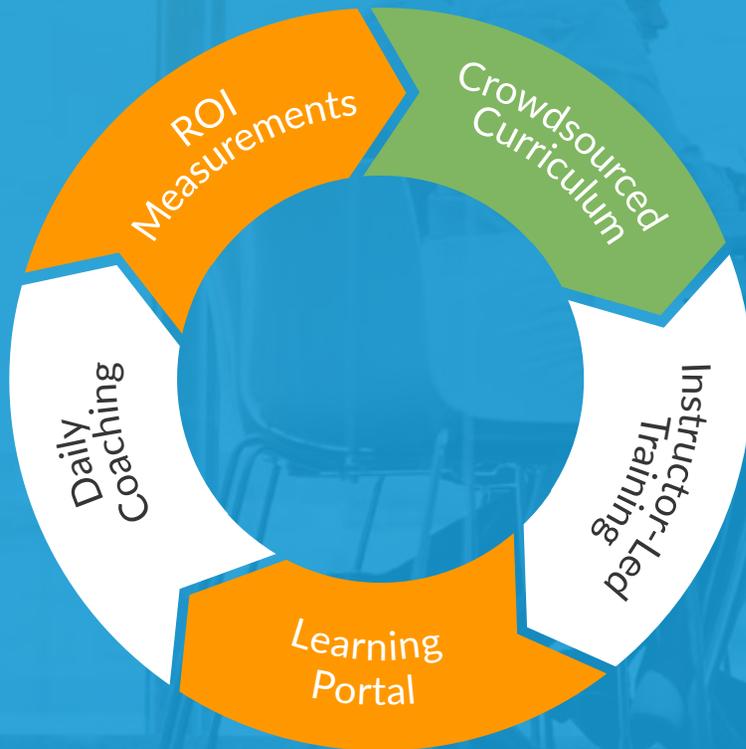
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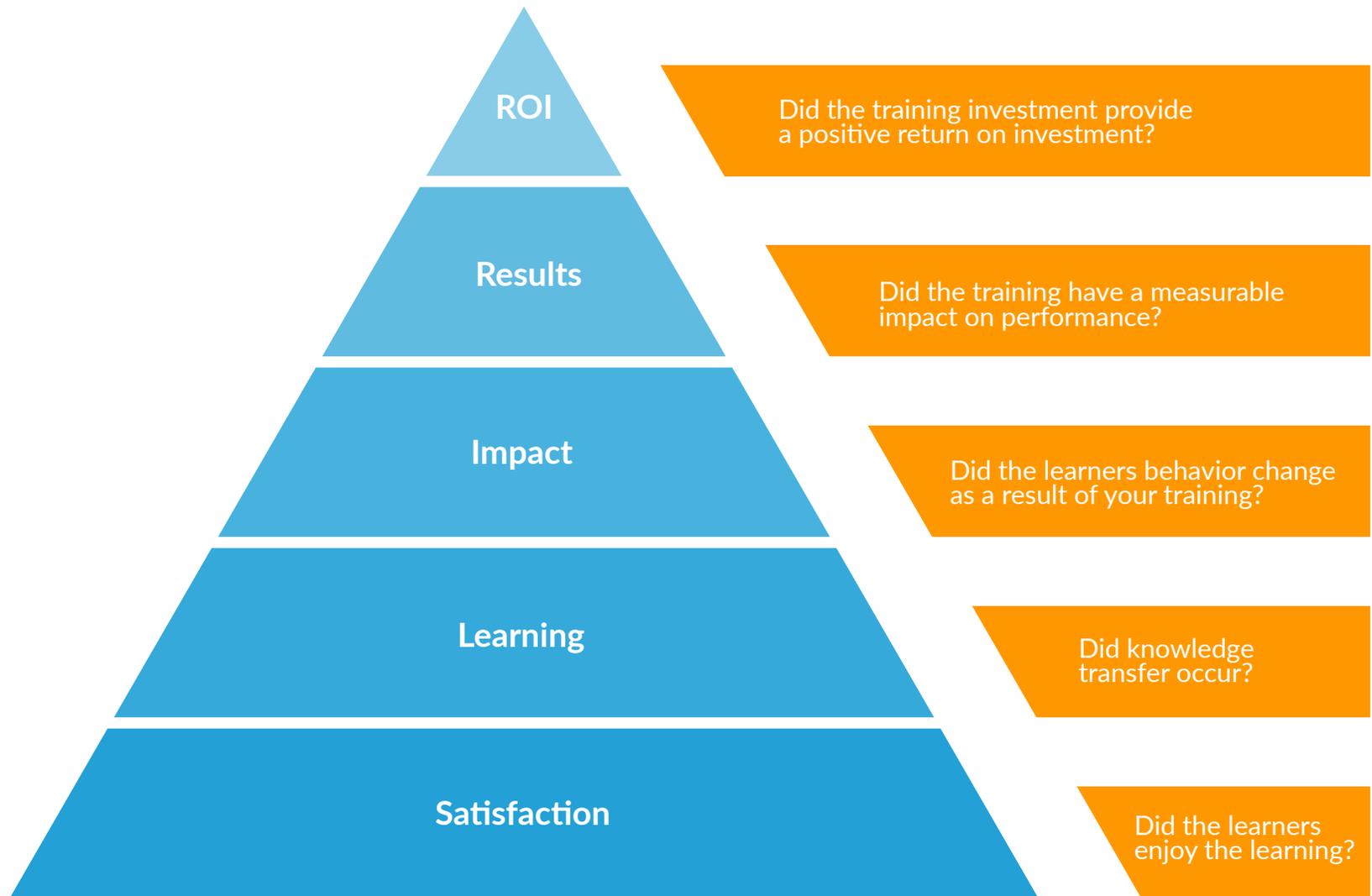


- **Crowdsourced Curriculum:** Continuous learning — fuel new ideas with best practises.
- **Instructor-Led Training:** Frequent scenario-based micro workshops.
- **Learning Portal:** Learning management system (LMS) for videos, guides, templates and data for leading indicators.
- **Daily Coaching:** One-on-one support and “open forums”.
- **ROI measurements:** Keep students on track week after week with indicators.

Amplify and Scale

Kirkpatrick Model

"What do I want to get out of this program?"



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Level 1 – Satisfaction: Post-survey trainings.

Level 2 – Learning: Class-engagements, assignment completion, review supporting material.

Level 3 – Impact & Application: New sales activity in Marketing Automation, CRM, Employee Advocacy and LinkedIn Sales Navigator?

Level 4 – Business Impact: Increased sales pipeline, net new opportunities created, stories about penetrating top-strategic accounts.

Level 5 – Return on Investment: Don't believe that you can calculate this in 90 days or that it is as simple as looking at projected sales for 12 months. Two parts to the equation:

Costs	Gains
<p>Man Hours: Planning, Building, Training</p> <p>Coaching Investments: Tools, Consultants, Trainers</p> <p>Intangibles: Projects you couldn't launch because you were fully engaged in a Social Selling initiative</p>	<p>Sales: 12-24 months of sales from Social Selling</p> <p>Sales-Quota Attainment: percentage of sales professionals who met quota in Year 1 and Year 2 after a Social Selling initiative versus those percentages in previous years</p> <p>Employee Recruiting and Retention: As the market hears about your new sales environment, is it easier to attract and retain team members? Are they more engaged?</p>

Ensuring social selling success

As you've seen there are a lot of elements to a successful Social Selling program. However, if you follow the process described over the course of this eBook, you can plot your steps to a successful social selling implementation. From organizational alignment, to blended learning and coaching, to long-term training, this eBook helps lay the foundation for a global digital transformation.



Next Steps

Schedule A Consultation With A Social Selling Expert

We've worked with companies like SAS, Thomson Reuters and CA Technologies to grow their pipeline by 20% or more in 12 months. We delivered these results by creating behavioural change at scale.

Find out more about how you can accelerate pipeline and grow revenue with social selling education. Create a behavioural change at scale with a prescriptive training approach that boosts sales.

[BOOK A CONSULTATION](#)

Sources

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