

# SIX WAYS TO GUARANTEE YOU'RE A SOCIAL SELLING FAILURE

→ Haven't yet jumped into the social selling deep end? Don't worry, Aberdeen's research confirms that as long as you pull a George Costanza – do the opposite of everything below – you'll do just fine.

<input type="checkbox"/>	<p><b>Connect with EVERYONE</b>, because whoever has the most friends when they die, wins. Your prospects will be instantly impressed with the remarkable breadth of your LinkedIn network when they check out your profile before returning your call or email. So for goodness sake, don't worry about whether you have a legitimate connection with folks – just add them to the party!</p>
<input type="checkbox"/>	<p>The same goes for social sharing. <b>Don't be concerned with who retweets your wisdom</b>; just keep on posting, sharing, and especially promoting your product or service. The more they hear about the benefits of your solution, the greater the chance they'll line up to pay full price for everything you sell. Trust us: social selling is super-easy.</p>
<input type="checkbox"/>	<p><b>Don't buy into the WIIFM ("What's in it for Me?")</b> mantra so popular these days. "<u><a href="#">You messaging</a></u>" may seem like an interesting fad, but at the end of the day, your prospects are far more interested in facts such as: how long your firm has been in business, the impressive CVs of your entrepreneurial founders, and in how many countries in which your customers live. And don't forget the old stand-by: the time-honored "NASCAR slide" of your customers' logos. Surely you can find a way to share that priceless nugget socially.</p>
<input type="checkbox"/>	<p><b>By no means does social selling require constant attention.</b> It's not like exercise, wherein if you're going to pursue it, once a week is fine. In fact, just set aside 30 minutes, once a month: post, tweet, share, and comment like crazy. Then you can get back to good old-fashioned selling for the following 29 days.</p>
<input type="checkbox"/>	<p>Do you know what's great about user-generated content? <b>Absolutely anyone can be an expert.</b> Dive right in, friends; instant success awaits you all.</p>
<input type="checkbox"/>	<p>We've saved the best for last: the wonderful thing about social media is that you can find and reach virtually any prospect, anywhere, anytime! This is by far the smoothest way to cold-call 21<sup>st</sup> century buyers. <b>Good-bye, relationship building; hello, mass InMailing!</b></p>



→ [Read the full report: No More Spaghetti against the Wall: How Best-in-Class Sellers Use Social Relationships to Build a Better Pipeline](#)