

HOW TO ATTRACT CUSTOMERS AND CLOSE MORE DEALS WITH SOCIAL SELLING

Social selling is all about educating prospects via social media about how your company can help them achieve their business goals.

As a sales person, you shouldn't get discouraged by the decline in cold calling. Use this approach instead to generate more leads and gain new customers.

But how do you make it work?



Optimize your social profiles

Make your name and profile picture consistent across all networks. Tailor your bio to fit each platform. Add your social networks to your email signature, business cards, and PowerPoint presentations.



Find the most relevant networks

Join social conversations that are relevant to you and your business. LinkedIn is the go-to platform for B2B, Twitter is more customer-service oriented and Pinterest is very useful in retail, in the initial stages of the buyer journey.



Do research

Monitor everything your prospects write, read their bios, check any updates to their profiles, and analyze their connections. Collect as much information as you can. This will facilitate future strategic engagements.



Post quality content

Share content, ideas, and opinions to build interest and gather more interactions. Create your own curated online newspaper and be aware of the arsenal of content your marketing team has - eBooks, webinars, blog posts, videos, testimonials.



Be yourself

Drop the sales pitch. Try to be as helpful as possible in a genuine way. While each social platform has its voice, you should stick to your true self, whether it's friendly, fun, or trustworthy.



Provide value

Interact with your connections regularly, and not just to push them for the sale. BE HELPFUL. Take time to ask (and especially answer!) questions, nurture relationships, and make your prospects feel valued.



Track Results

Constantly assess results and compare them against efforts. Measure your social network growth, your Social Selling Index, content engagement rate, referrals, messages sent. Track the conversations started on social networks that led to a meeting or phone conversation.

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