

June 1, 2021

Greetings!

Using social platforms for contacting prospects/clients or communicating with them is not new.

What is new is that in the last year, social selling has become a primary sales process and, not only scaled, but has extended its reach to earlier stages in the buyer's journey.



Recent LinkedIn stats tell the story:

- Social Sellers are 51% more likely to achieve sales quotas
- 41% of B2B buyers view 3-5 pieces of content online before interacting with a salesperson
- **ONLY 28% OF COMPANIES ARE PRIORITIZING SOCIAL SELLING!!**

Social selling can contribute to each phase of the buyer's journey by:

- Enabling a seller to connect with new prospects
- Informing the seller about the prospect through the prospect's profile
- Communicating with clients/prospects through Messaging or inmail
- Providing valuable content – delivered in templated posts and uber personalized.

Marketers provide templates to Social Sellers tailored to the social platform that is best suited for an Ideal Customer Profile. The templates are for general posts (e.g. announcements) or posts relevant for driving a particular sale (customized by the social seller and compliant in regulated environments).

Marketing's role is to power the sellers with messaging for these posts.

Marketing should be meeting with sales and providing frequent communications (live and digital) to sales laying out the marketing programs that are in play and how Social Selling will reinforce the messaging in the marketing programs.

Social Sellers should be capturing data and entering it in CRM. They should be providing feedback to marketing on content and messaging via a closed loop mechanism for continuous learning and improvement.

*These processes are a collaborative effort and drive #BeyondAlignment.*

An easy way to get a more formalized approach to social selling is to build Social Selling into the training program of new B2B and B2C sellers. As other members of the sales organization see successes, they will follow what will be viewed as *the next big idea* in meeting sales quotas.

Our CTA: do a quick mental audit of the structure of your Social Selling program. It will continue to play a big role in selling going forward. Don't be in the 72%!

Please let me know if you'd like further detail or assistance in implementing or strengthening your Social Selling program.

Follow me on [Twitter](#) for more and help drive the #BeyondAlignment movement.

Enjoy our new found freedom to "move about the cabin".

Marianne

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