A Story About Joe

Social-Selling Success Stories From B2B and B2C Brands Jon Silver – Golin



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@jonmsilver

What is Social Selling?

Insights-based, hyper-targeted relationship selling through a sales professional's personal social media handles.



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Situation

Who They Were

- Big technology manufacturer
- 15 salespeople in pilot group
- Everyone is enthusiastic, except one non-believer - Joe



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Joe

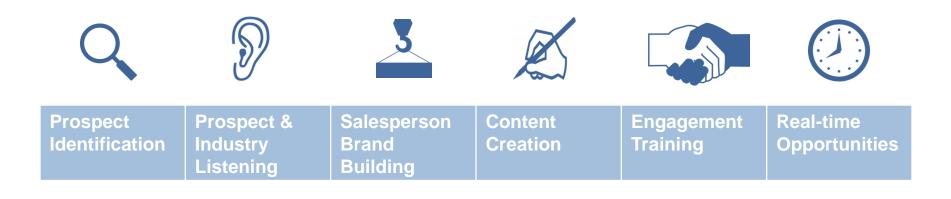
Who He Was

- Hospitality IT Salesman
- Decade of experience
- Knew which brands he wanted to go after
- Didn't know how to get in front of them
- Had one dream customer



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We Did Everything Right





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But It Didn't Work

14 Salespeople

- Engaging online
- Meeting with prospects
- Shortened time from a name in a database to a SQL by 3X

Joe

- Posts go unanswered
- No new meetings
- Social selling has no impact



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Dream Customer





Headed to Disney for my son's spring break. Any recommendations?





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- Trip tips
- Family similarities
- Eventually talk about business



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The Sale

Turns out our client had just the solution his dream customer needed



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What We Learned

- It doesn't always start with a sales
- It's centered on relationships
- It's all about relevance



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