

# A Story About Joe

**Social-Selling Success Stories From B2B and B2C Brands**

**Jon Silver – Golin**



The Social Shake-Up  
May 22-24, 2017 | Atlanta

[www.socialshakeupshow.com](http://www.socialshakeupshow.com)

#shakeupshow

@jonmsilver

# What is Social Selling?

---

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

# Situation

---

## Who They Were

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

# 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

# We Did Everything Right

---



Prospect  
Identification

Prospect &  
Industry  
Listening

Salesperson  
Brand  
Building

Content  
Creation

Engagement  
Training

Real-time  
Opportunities

# 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

# Dream Customer

---



@Joe

+ Follow

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

---

RETWEETS

1

FAVORITES

0



---

↩ Reply ↻ Retweet ★ Favorite ⋮ More

02:05 PM - 15 May 2017

# Real Engagement

---

- Trip tips
- Family similarities
- Eventually talk about business



# The Sale

---

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

# What We Learned

---

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