

The New SOCIAL SELLING REVOLUTION



CHANGE THE WAY YOU SELL

jan wallen

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The New Social Selling Revolution: A Game Changer

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About the Author

Jan is a Social Seller. She combines social media with her direct, hands-on experience and expertise in all aspects of sales, sales support and customer success. She knows sales and sales challenges from every perspective: top producer salesperson, inside sales manager, account manager/client retention specialist and CRM (Customer Relations Management) project leader for Fortune 500 and Big 4 firms. And now Jan brings that to Social Selling initiatives, showing sales teams how to open doors to close sales, boost their sales as much as 10-fold, and close more sales, more easily.

She uses social media to boost her company's sales, and created *The New Social Selling Revolution* program based on proven strategies and tactics she used to build her training, consulting and speaking business. These proven strategies and tactics are outlined in her books. Jan is the author of *Mastering LinkedIn in 7 Days or Less* and now *The New Social Selling Revolution: A Game Changer*. She started and managed a national selling skills program for PricewaterhouseCoopers partners and rolled out a new CRM system for one of their national sales forces. After that she started a selling skills business, and specializes in Social Selling.

Jan is active in MENG (Marketing Executives Networking Group) and LinkedIn groups in sales, strategic account management and social media marketing. Jan publishes *The New Social Selling Revolution* blog (JanWallen.com/blog/), and has been featured in [Business News Daily](#), the Business Insider, [Entrepreneur Podcast Network](#), [iCANny's webcast](#), the Shelley Palmer Blog, the Redmond Sales Coach newsletter, MENGonline blog, and radio shows including [Into Tomorrow](#), [BlogTalk Radio \(Lead Generation and Prospecting\)](#), and Significant Business Results Radio.

Jan enjoys the time at her office in Manhattan, living on their 41' Lord Nelson sailboat in Stamford, Connecticut, at their home in the Hudson Valley of New York, and working with her clients around the US and internationally. She loves the history of New York, artisan red wines and cheeses, reading mysteries (especially the problem-solving part), painting watercolors, traveling and spending time with family, friends and colleagues.

Visit Jan's blog (JanWallen.com/blog/), connect on LinkedIn (<http://www.linkedin.com/in/janwallen>), and follow her on Twitter (@TheJanWallen) and Google+ (@TheJanWallen).

How to Use this Book

Social media has started a new revolution in B2B selling that few salespeople know how to tap into. In this book, you'll learn how to

- easily contact key decision-makers
- quickly build trust, credibility and rapport, and
- close more sales, more easily

You'll never again need to make another cold call or feel rejected. You'll save time, be happier in your job, improve your self-confidence and boost your sales as much as 10-fold! Successful Social Sellers know they'll spend their time closing sales, not trying to open doors. This is *The New Social Selling Revolution* – Join us!

With social selling, generating more sales can be easier – *if* you know the best practices and the right things to do. If not, it's a waste of time, and can actually hurt your sales. You'll learn the best practices – what really works.

This book is for busy salespeople, account executives, account managers, sales managers, professionals and business owners who don't have a lot of time and want to get results *now*. I cut through all the extraneous material so you don't have to sift through it all yourself. It's for you whether you're starting to use LinkedIn and social media, or whether you have 500+ connections and use LinkedIn daily.

In this book, you'll learn best practices and exactly what to do for your own sales and business development. You'll discover what to do in easy-to-read steps, and you'll be able to apply what you learn to your own sales territory, accounts and business development.

When you're a part of The New Social Selling Revolution, you'll create and save highly targeted prospect lists, build relationships, leverage relationships you already have, start more sales conversations, have a steady stream of meetings, receive InMail responses even if they don't reply to your emails, gain business and competitive intelligence, share relevant content, speed up the sales cycle, and win more business.

Your best and fastest results will come from focusing on the proven *Social Selling Revolution Blueprint* steps, and choosing your best track to get started. My approach is practical and results-oriented. It's not too technical. Even if you're not very tech-savvy, and you don't have a lot of time, you'll learn easily how to maximize social selling for your lead generation and to win more business.

The New Social Selling Revolution Blueprint Steps:

#1 – Create your Compelling Presence

#2 – Generate Leads

#3 – Engage & Build Relationships

#4 – Use Competitive & Business Intelligence to Your Advantage

#5 – Showcase your Expertise: Be the Expert, Thought Leader & Influencer

You'll find Insider Secrets and Action Steps throughout the book so you can immediately apply what you learn. These are recommendations based on my own experience, that of my clients and of others who use social selling with social media. As you join *The New Social Selling Revolution* and use social media more and more for your sales and business development, write your own Action Steps and apply what you learn to your own situation and goals.

Let's connect. Tell me you read my book.

I invite you to connect with me on LinkedIn (<http://www.linkedin.com/in/janwallen>).

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Friend me on Facebook (www.Facebook.com/TheJanWallen)

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Introduction

The sales world is changing rapidly – Are you keeping up? Is your sales team keeping up? Are you or your sales team spending their time closing sales or trying to open doors?

LinkedIn and social media are changing the way we buy and sell. It's changing the ways buyers, sellers and companies interact, and the way decision-makers make their buying decision. The traditional methods no longer work. And if you're not using the social sites and tools at your fingertips, you're making sales more difficult than it has to be and missing out on sales opportunities.

Does Social Selling Really Work?

LinkedIn is the social selling network for business-to-business (B2B) sales. A recent study of salespeople, entrepreneurs, sales managers, consultants and services providers who had revenue-generating responsibilities found that:

- “89.9% of respondents view LinkedIn as essential. Top sellers use LinkedIn as a strategic resource that can be leverage in multiple ways to create more opportunities
- LinkedIn contributes to opportunity creation. Overall, 4.9% of survey respondents attributed ‘lots’ of opportunities to their LinkedIn usage, while another 39.4% attributed “several” opportunities.
- Prospect research is the most frequent LinkedIn activity. And it's paying off with 61.4% of those who do so saying they're successful at initiating offline conversations with prospects.
- Top sellers use more of LinkedIn's capabilities. And they use them more often. The difference is often striking.
- Top sellers pay attention to their professional presence. Two of the most valuable activities on LinkedIn are sharing relevant content and showcasing personal expertise. The one-third of sellers taking advantage of this opportunity say it pays off handsomely.
- Knowledge of LinkedIn's capabilities is limited. The biggest challenge (stated by 58.0% of the respondents) is that they don't know how to use what's available from LinkedIn. And, 41.2% of respondents say they lack the time to learn and/or use LinkedIn.” (*Cracking the LinkedIn Sales Code*, <http://bit.ly/Crack-LI-Sales-Code>)

Another study by InsideView found that:

- **10%** of executives respond to cold calls or unsolicited emails, yet
- **84%** will engage with a salesperson when they are connected through a friend or colleague and offer value (*InsideView*)

What Else Has Changed?

If your marketing materials are long narratives, your buyers don't read them. They want to know "WII-FM" (What's In It For Me?) - clearly and concisely like a text message.

No one has time to read or do a lot of research. They know what they're looking for and they ask colleagues and friends for their opinions and recommendations before they talk to a salesperson. When they see what they're looking for and find the information they need in order to make a decision, they decide. Or they call a salesperson for a company on their short-list.

Buyers are looking for products and services differently now. They already have in mind what they want. They look online first. They want to see information that will help them make the buying decision, and they want it quickly and concisely.

Companies and people are looking for experts and checking their credentials online. They want to work with the best, and don't have a lot of time to do research.

Our crazy-busy world is also changing the way we do business. Salespeople can't get through to buyers. Have you experienced this? Your buyer looks at the phone and caller ID. If they don't recognize the number, they put you into voicemail. When they check their voicemail, they listen with their finger on the Delete Key. If they don't hear something that grabs their attention and makes them want to listen more . . . Delete.

Priorities shift – sometimes daily. We multitask. And with this time crunch, people are in reaction mode rather than proactive mode, and can't focus on anything beyond their noses. It's increasingly difficult to think strategically.

What does that mean for sales, business development and revenue?

It means the traditional sales techniques don't work. Because selling and buying are changing, it means changing the way you approach selling. As the saying goes, "If you keep on doing what you've always done, you'll keep on getting what you've always got." The definition of insanity also applies: "Insanity: Doing the same things and expecting different results."

To win more business in the social selling world and getting up-to-speed fast, it means adopting social media and sales best practices, gaining new habits and losing the ones that don't work. That means joining The New Social Selling Revolution. Don't waste time figuring it all out yourself. The proven *Social Selling Revolution Blueprint* steps that I've used to build my own business so that 95% of my clients, workshops and consulting engagements and for my clients are right here. Read on.

What Works Now?

What works now is approaching your buyers on their terms, learning their business challenges and how your solution fits before you talk to them, building the relationship and trust, telling them how your solution fits, what differentiates it, and giving them the information they require to make the buying decision. It's critical to answer their specific questions, and also the one they always have in the back of their mind, even if they don't always say it: 'WII-FM? – What's In It For Me?' For example,

1. Add new social selling techniques and new tools to our sales tools.
2. Own your niche. Know the people in our niche better than you know your best friend.
3. Engage with your prospects: Listen to what they're asking and saying. Find out where they are in the buying process. Be clear, concise and focused on what they want to hear and what will help them make the buying decision. Social media is a valuable tool for this.
4. Make your sales messages like a text message – short, clear, concise and compelling, with no “fluff” or wasted words. (This takes thought and practice. It's a lot easier to write and say a long message.)
5. Do not “sell” or pitch -- Build relationships strategically with people who are your potential clients and who can refer potential clients to you.
6. Stay on the radar screen of your decision-makers all the time

I know from personal experience with one of my clients how important it is to stay on the radar screen throughout the year.

My client was a commercial real estate company. Their agents called on the CFOs of growing companies that would be expanding into larger office space at some point in the near future. The CFOs knew that their company was growing, and that at some point they would be charged with finding larger office space. They didn't know exactly when that time would come.

Neither did the agents. What they did know was that as soon as the CFO got the go-ahead to look for a larger space, he or she would pick up the phone and call a commercial real estate agent. The question was, *which one* would he or she call? They'd call the agent who was at the top of their mind – very likely the last person they spoke to. So it was critical that the salesperson was *always* on the CFO's radar screen. We put steps in place so that the CFO regularly and consistently received relevant information and phone calls from their agent that was scheduled throughout the year. That meant that on the day that the CFO wanted to start looking for the larger space, my client's agent was the one that came to mind and the one they called.

Where does Social Media Fit?

LinkedIn and social media are excellent tools for B2B social selling where businesses sell to other businesses. LinkedIn members are professionals and business people who want to do business together. It puts all the information at your fingertips to build a relationship and make the sales.

All of the social media sites are excellent resources and ways to keep your finger on the pulse of what solutions your prospects are looking for and what's at the top of their minds. Twitter is especially good for spotting trends and seeing what your clients and prospects are talking about. LinkedIn is excellent for finding your ideal prospects and creating a highly targeted prospect list, gaining insights for competitive and business intelligence, engaging your prospects, building the relationship, and growing your sales. All of this is right at your fingertips.

Making the Changes

Joining the Revolution and shifting to the strategies, tools and techniques that work now is a big change. Here's the dilemma: There are proven benefits to changing to social selling, yet change is not easy. And it's not comfortable. In fact, it's against human nature to want to change. People who put themselves in positions that are outside their comfort zones do it intentionally, knowing that they will stretch and grow as a result. They're not afraid of change. In fact, many times they push themselves to change because they know the benefits outweigh not changing.

Many of the consulting and training projects I've led are initiatives to introduce new technology and systems. I often start them by talking about change and how uncomfortable it is. Follow along and see what I mean – Yes, really *do this*:

Step 1. Get comfortable in your chair, with your feet flat on the floor and your hands in your lap. Cross your arms. As you do, notice which arm goes on top – right or left?

Step 2. Uncross your arms and put your hands back in your lap.

Step 3. Now cross your arms with the *other* arm on top.

How does it feel? Awkward? Hard to do? Yes, because it's a change from what you naturally do.

Do the same with your legs – cross them first and notice which one is on top. Then cross them with the other one on top. How does it feel? Awkward? Hard to do? Yes, because it's a change from what you naturally do. Most people can't sit that way for more than a minute or two because it's so uncomfortable. How long did you last?

When you're introducing social selling into your sales process and to your salespeople, you're asking them to do something very hard. You're asking them to change. Not easy.

Start with things you and your salespeople can be immediately successful with. Start with the steps you're learning here, and do one thing at a time. Learn – Do – Repeat = Success.

Which is the Best Social Media Site?

Many of my clients ask me, “Which is the best social networking site?”

The answer: It depends . . . The best site(s) for you are the one(s) where the people in your buyers are. To sell your products and services, you must be in front of your buyers and decision-makers. In the real estate business, it’s “location, location, location.” In sales and marketing, it’s “frequency, frequency, frequency.” They must see you often, see that you’re the experts and know how your company is different from others they are considering so they choose to work with and buy from you.

If you concentrate primarily on LinkedIn because everyone else you know is, and your buyers are on Facebook or other sites, you’re missing opportunities. Your buyers won’t see you or engage with you enough to build a relationship or get to the point where they know, like and trust you if you’re not where they are. That is, your K-L-T Triad isn’t in place. Take the quiz on page 70 to find out if your K-L-T Triad foundation is in place.

You may have a presence on all the major social media sites, and participate equally on all of them rather than the one or two where your buyers are. If so, you’re also missing opportunities. Your social media analytics and results they show will give you the best indication of where to concentrate to get the best results.

The New Social Selling Revolution Blueprint = Closing More Sales, More Easily

Social selling and social media are powerful tools. When you follow my *Social Selling Revolution Blueprint*, you can:

- ✓ Increase your sales
- ✓ Generate leads and prospects
- ✓ Engage our prospects
- ✓ Break into new vertical markets
- ✓ Get in the door to new companies.
- ✓ Open the door to opportunities.
- ✓ Quickly find and reach your decision-makers
- ✓ Bypass the gatekeeper – there’s no gatekeeper on LinkedIn
- ✓ Leverage the business relationships you already have
- ✓ Penetrate accounts in-depth for more sales to existing clients
- ✓ Facilitate face-to-face meetings
- ✓ Get quality referrals that turn into business
- ✓ Have a steady stream of opportunities at our fingertips
- ✓ Position your company go-to experts so clients come to us
- ✓ Increase our sales
- ✓ Streamline our sales. And more . . .

Is social selling the “Magic Bullet” -- the *one* thing that will make buyers knock at your door and buy from you? In a word, “No”.

There is no “Magic Bullet” or the one answer to everything. Top sellers do lead generation and prospecting, make phone calls, have sales visits, articulate their message and the value that their solutions provides, make sales presentations, build the relationship, and close the sale. They’ve done that for years, even before social media. Social selling incorporates the best of social media into your sales process. You still follow your process.

For example, your buyers have an idea of the challenges their company faces, and an idea of what they’re looking for as a solution. They’re also open to new ideas. If you as a salesperson show them the value of your products and services, and why your company, products and services are the best for them, they’ll buy from you.

It’s your responsibility as salespeople to show them the value – the positive, bottom-line difference that your products and services will bring to them and their business. It means telling your story in a way that paints a picture in their mind so they visualize how your solution will solve their challenges and enhance their situation and goals. Your buyers are looking for *solutions*. You must position your company, products and services as their best solution. And position yourself and your company as the go-to expert and trusted advisor that they can count on. Social media is a valuable tool to do that.

The K-L-T-Triad

The K-L-T Triad is the foundation of social selling. It’s a major reason your buyers buy from you and your company because people buy from people they know, like and trust. When your K-L-T Triad is in place, your buyers and clients Know, Like and Trust you and your company.

Social media and social selling won’t change that. They give you the opportunity to build relationships and also build that trust. Here’s how to do that:

- ✓ Know and understand the business challenges of your clients, potential clients and company decision-makers.
- ✓ Know where they are in the decision and sales cycle.
- ✓ Know how your products and services are solutions for them.
- ✓ Know the business value of your products and services, and articulate it clearly.
- ✓ Find out what they like in terms of companies, products, services and people, and provide those as part of your relationship and solutions
- ✓ Give them a business solution, and then ...
- ✓ Find and reach the decision-makers in your target companies, and then ...
- ✓ Refer and introduce other people to them and to others in your network.
- ✓ Build relationships with them.
- ✓ Build trust by being straightforward, really helping them, and being consistent.

Take the quiz on page 84 to find out if your K-L-T Triad foundation is in place.

Real-life Success Stories

How are people really using LinkedIn to boost their sales? There are many real-life success stories.

From a Stranger and a Salesperson to a Client

One of my favorite LinkedIn success stories is an account executive with a public radio station in New York. She called the director of an organization to talk to him about underwriting one of their programs. She called and left a voicemail, and another. She called again, and again, each time leaving a voicemail. He never returned her calls.

Then one day she went to LinkedIn, and looked up his profile. She found out that they went to the same university. She called him back, and this time said, “I see we both went to the same university”, and used the nickname of the university that only people who went there would recognize. He called her back immediately, and they're now working together. In one brief phone call, she went from being a stranger and a salesperson to being someone with a connection – worth listening to, and then a client.

The New Social Selling Revolution: A Game Changer

Social media has started a new revolution in selling that few salespeople, account executives, account managers and professionals know how to tap into. That’s why I wrote this book. In it, you'll learn how to easily contact key decision-makers, quickly build trust, credibility and rapport, and close more sales, more easily.

That means you’ll never again make another cold call or feel rejected.

You’ll save time, be happier in your job, improve your self-confidence and boost your sales as much as 10-fold.

The New Social Selling Revolution: Change the Way You Sell (available at www.JanWallen.com and www.Amazon.com) is for salespeople and entrepreneurs who want **more sales** and more clients, **more easily**. You’ll learn my *Social Selling Blueprint* -- **the only 5 things you need to know** to sell in the social media world: Generate leads, Get through to your buyers, Engage your prospects, Build real relationships and Gather competitive intelligence in order to close more sales -- with LinkedIn, Twitter, Facebook, Google +, YouTube, Pinterest, Instagram and Vine.

This book is perfect for entrepreneurs and salespeople in B2B sales, Insurance, Accounting, Financial Services, Attorneys and Real Estate.

There’s a discount for quantity purchases, which makes this a very affordable way to gift your sale team members with a roadmap to what they need to know in the new social media world.

I'll be glad to send you and/or anyone else a review copy of the ebook or a softcover copy (no charge). Similarly, I would be delighted to discuss an opportunity to purchase one or both books together in bulk and at a discount, with the appropriate individuals. Who shall I send the review copy to?

For quantity purchases, contact Quantity Purchases at: info@janwallen.com and put Quantity in the Subject line.

Dedicated to your Success.

Warmly,

Jan

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Not Your Ordinary Sales Book. Not Your Ordinary Social Media Book.

There are thousands of books claiming to help you succeed in sales and business development. And bookstores are filled with books about social media.

Social media started a new revolution in the business world that few salespeople know how to tap into. In this book you will learn how to get in touch with key decision-makers, build trust, credibility and rapport, and never again need to make another cold call or feel rejected or wonder if your message got past the gatekeeper.

You'll save time, be happier in your job, improve your self-confidence and boost sales as much as 10-fold.

Finally, a book about social selling
that makes sense!



jan wallen

SOCIAL
SELLING
REVOLUTION

