

Mercuri International's Social Selling Program can increase your understanding of how to improve your company's social selling success.

 Social Selling



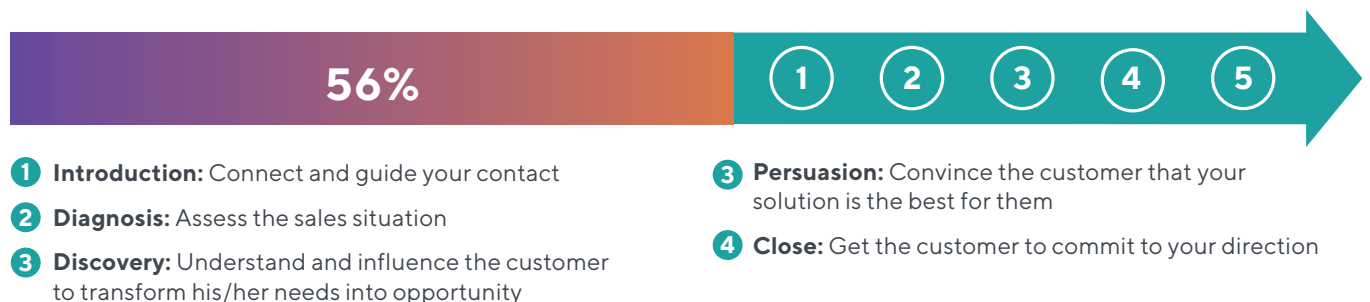
## LEARN THE KEYS TO SOCIAL SELLING SUCCESS

Social selling is not a fad. Sales people who use social selling have 51% more meetings with higher chances of success. The Mercuri Social Selling Program can help your company integrate social selling into the sales process in your company to maximize benefits without wasting precious resources.

It is seen that 90% of prospects say they won't take a cold call. 75% of buyers say they use social media in their decision making. This has gigantic implications for the sales strategies of companies. And not all companies are adapting to this trend successfully. According to another finding, 68% of sales professionals believe that the selling process is changing faster than their organizations are adapting to it.

This program considers where precisely social selling makes sense for a whole landscape of sales activities from new customer acquisitions to account management. It also shows the right ways to look at various social selling platforms in use – LinkedIn, Twitter and others such as Xing, Conrad Pro etc. The program aims to deepen your understanding of what it takes to succeed at social selling as a company and what

### THE BUYING PROCESS



As more and more Customers take to the web to find out more about what they want to buy, social media is the new and happening marketplace. Social Media is place where Buyers form their first impressions of Sellers, their Companies & their Products or Services. According to a Google CEB Study, Customers complete the first 56% of their purchase journey online, before they engage in a serious conversation with a Sales Rep. What does that tell you?

the means for the individual sales person in terms of improving social selling ability.

Starting off with a review of the social media channels currently in use the program covers a survey of attitudes to social selling. Employing an interactive, workshop style the program helps participants to take a critical look at the current sales process. It builds the skills needed to be successful in social selling using practical situations and real-life examples.

For post session activities, the program provides an action plan of what the sales manager will do with his sales team to improve the use of social selling. Also included are possible coaching / virtual coaching towards social selling and sales management and a follow-up on the social media Health Check.

## IS YOUR OWN ORGANIZATION READY FOR SOCIAL SELLING?

Social selling will most likely fail if it is left to the creativity and commitment of each individual. As with other sales strategies, social selling has an essential set of framework conditions which must be met to achieve success. Activities like 'social selling days' for example, should not be a rarity and should form part of the activity planning of sales representatives. Figures concerning the number of contacts, 'likes' on posts and comments, tweets etc. must be integrated into the company's performance measurement system.

The following checkpoints help to determine to what extent your organization is ready for successful social selling:

- The company has a social selling strategy
- The sales team know how successful social selling should be carried out
- The company has KPIs for measuring social selling activities
- Other departments (especially marketing) are familiar with the social selling strategy and know how to provide optimal support
- Sales managers train their employees in social selling
- Social selling forms part of the regular performance review
- Social selling is discussed in sales meetings

# # Social Selling



## OVERVIEW OF THE SOCIAL SELLING PROGRAM

### ▶ ACTIVITIES BEFORE

- # Review of the social media channels used by your organization.
- # Survey of attitudes to social selling.
- # Health Check.

### ▶ APPROACH DURING THE WORKSHOP

- # Interactive, using workshop style to look at the current sales process and build the skills needed to be successful in social selling.
- # Practical, using situations and real life examples.

### ▶ POST SESSION ACTIVITIES

- # Action plan of what the sales manager will do with his sales team to improve the use of social selling.
- # Possible coaching / virtual coaching towards social selling and sales management.
- # Post survey to look at attitudes to social selling.
- # Follow-up on the Health Check.

### ▶ CONTENT

- # Where social selling makes sense.
- # What is social selling – the elements, the players.
- # What you need to be good at on a company and individual level.

### ▶ OUTCOMES

- # Building Brand.
- # Content utilization.
- # Understand your customer.
- # Increased understanding of how to improve social selling success by building brand, engaging with insight and building relations.
- # Action plan to develop social selling.



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For details, go to [www.mercurisocialselling.com](http://www.mercurisocialselling.com)  
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