

Why You Need To Be Social Selling

In our recent article about the [Power of Content](#) as part of the sales process we briefly spoke about the emergence of social selling, noting its growing importance given the fact that B2B buyers are up to [70%](#) through their buying journey before reaching out to sales and [90%](#) of them state that online content impacts their purchasing decision.



What is Social Selling?

Social selling is about utilizing on-line media platforms to connect with prospective clients that drive brand visibility and opportunity growth by providing valuable information at every stage of the sales process.

Why You Need Social Selling.

According to a [2021 Forbes article](#), over 90% of prospective customers perform on-line research when investigating a solution before reaching out to a sales person. This same article also goes on to point out that 90% of decision makers don't respond to cold call attempts, making it even more critical that you have an established awareness among your target audience.

A well thought out social selling strategy will also have positive impacts on your teams performance. Generally speaking, sales professionals employing this methodology outpace their colleagues not using it by almost 50% with respect to new sales opportunities. In fact, [LinkedIn](#) tells us that social sellers outsell their peers by 78% and are 51% more likely to achieve an established quota.

The truth is, traditional sales methods have been declining in favor of a more social approach for a long time. This transition has only been accelerated by the impacts of Covid-19, increased availability of information and interactive web based tools that have reduced the reliance of on-site meetings as a means of conducting business.



What to Consider as Part of a Social Selling Strategy

Development of a social strategy should incorporate 3 primary objectives.

First, identify the right audience and channels to build your brand awareness in. Depending on your product or service, outlets like LinkedIn, Twitter, Facebook, etc. provide your business with access to a wide viewing audience consuming content to make informed decisions around. Additional channels to consider might include trade and industry associations as well.

Next, develop a reputation as a subject matter expert. According to [LinkedIn](#), 79% of buyers state that thought leadership is a critical determining factor in selecting which providers they want to learn more about and 75% say that it helps them determine who to put on the short list of supplier options. It is important to note here that this should include information related to the industry your prospect is in, such as challenges they face or events in the news that impact their business. B2B professionals are more likely to buy products or services from organizations whose sales team members understand the needs of their business.

Then, develop a relationship of value and trust with your prospect. Have deeper conversations that go beyond the selling discussion. Provide information that helps them overcome challenges they are having, uncovers the needs they have or the job they are trying to accomplish.



Let's get Social!

Now that you know what social selling is and the value it can bring to your business, what is your team doing today to impact the decisions made by your key prospects?



Kallan Sales Development works with manufacturing organizations to implement scalable enablement solutions that promote team alignment, increase sales velocity and drive revenue generation.

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