



Social Selling for the Travel and Tourism Industry

@ShaneGibson

Salesacademy.ca/elearningu

Crush Your Sales Quota With Social Selling

1. The 9 Immutable Rules of Engagement
2. The 5 Key Steps of the Social Sales Funnel
3. Strategies for LinkedIn, Facebook (and more) that will fill your sales funnel
4. Tech tools keep your sales process organized and gather business intelligence



The \$26 Billion Question....

Why did Microsoft buy
LinkedIn?

"It helps us differentiate our CRM product with social selling. It helps us take Dynamics into new spaces like human capital management with recruiting, and learning, and talent management."

- Microsoft CEO Satya Nadella on why they purchased LinkedIn.



415 450 Million

The image shows a screenshot of the LinkedIn homepage and a profile for Shane Gibson. The homepage features a banner for "Next Wave Top Professionals 35 & Under". The profile for Shane Gibson is visible, showing his name, title "Social Media Speaker, Author & Guerrilla Marketing Master Trainer", and a "Follow" button. The profile also displays a "Recent update" and a "Company photos" section.

This is a detailed view of Shane Gibson's LinkedIn profile. The header includes his name, title "Author - Keynote Sales Speaker - Social Media and Social Selling Trainer", and location "Vancouver, Canada Area". It also shows his current and previous roles, education, and a "Send a message" button. The profile has 6,595 followers. The "Posts" section shows three recent posts with images and titles: "You Are Always Training in Professional Sales", "What defines a successful negotiation?", and "Is Digital and Social Media Distraction Hurting...". The "Background" section provides a summary of his career and achievements. The "People Also Viewed" section lists several other professionals.

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~~900 million~~ 1.4 Billion

The screenshot shows a Facebook search results page for the query "my friends friends who work for oracle". The page is viewed by a user named Shane Gibson. The search results are filtered by "People" and show three profiles: Babette Turner, Siri Jay (Siri Jordan), and Polishchouk Natalia. Each profile includes a profile picture, name, job title, education, location, and mutual friends. The right sidebar shows trending news items.

Search Bar: my friends friends who work for oracle

User Profile: Shane Gibson, Edit Profile

Navigation Menu: News Feed, Ads Manager, Messages (20+), Events (19), Photos, Browse, Dubas & Company ... (1), Saved (2), PAGES: Sociable! (1), Knowledge Brokers ... (1), Guerrilla Marketing ... (1), Pages Feed (20+), Like Pages, Create Page

Search Results (People):

- Babette Turner**
Oracle DBA at Pythian
Studied at University of Ottawa
Lives in Ottawa, Ontario
25 mutual friends including Andrea Reimer and Steve Anderson
- Siri Jay (Siri Jordan)**
Works at Oracle
Studied at Western University
1 mutual friend: Aaron Dudley
- Polishchouk Natalia**
EMEA Recruitment Consultant at Oracle
Studied B.A. Product Development at London Institute '99
Lives in Reading, England
6 mutual friends including Shaun Gisbourne and Reto Stuber

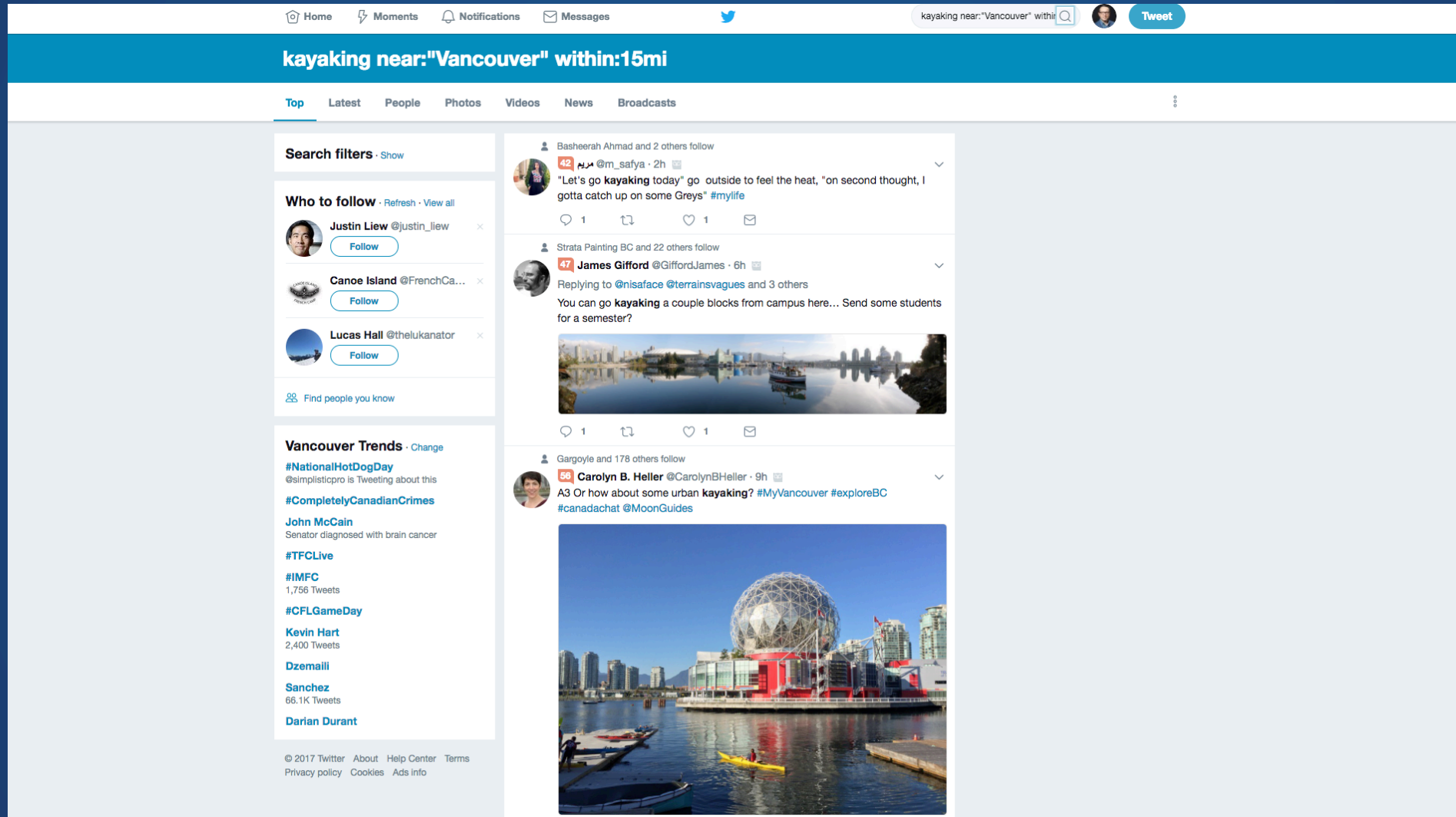
TRENDING:

- Scott Weiland:** Ex-Stone Temple Pilots Frontman Criticized After Performance of 'Vaseline' in Texas
- Grand Theft Auto V:** Video Game Modification Allows Players to Drop Whales into Gameplay
- Kristen Wiig:** Actress Appears on 'The Tonight Show' as Daenerys Targaryen From 'Game Of Thrones'
- Summer of '69:** Ryan Adams Honors Years-Old Request to Cover Bryan Adams Song
- Master Lock:** Hacker Samy Kamkar Devises Method to Crack Lock in 8 Tries or Fewer
- Nepal Earthquake:** Over 5,000 Dead After Saturday's 7.8-Magnitude Quake Near Kathmandu, Officials Say
- Amy Schumer:** Comedian Inspires Women to Take Makeup-Free Selfies With Parody Music Video
- Halton Regional Police Service:** Officials Searching for 2 Missing

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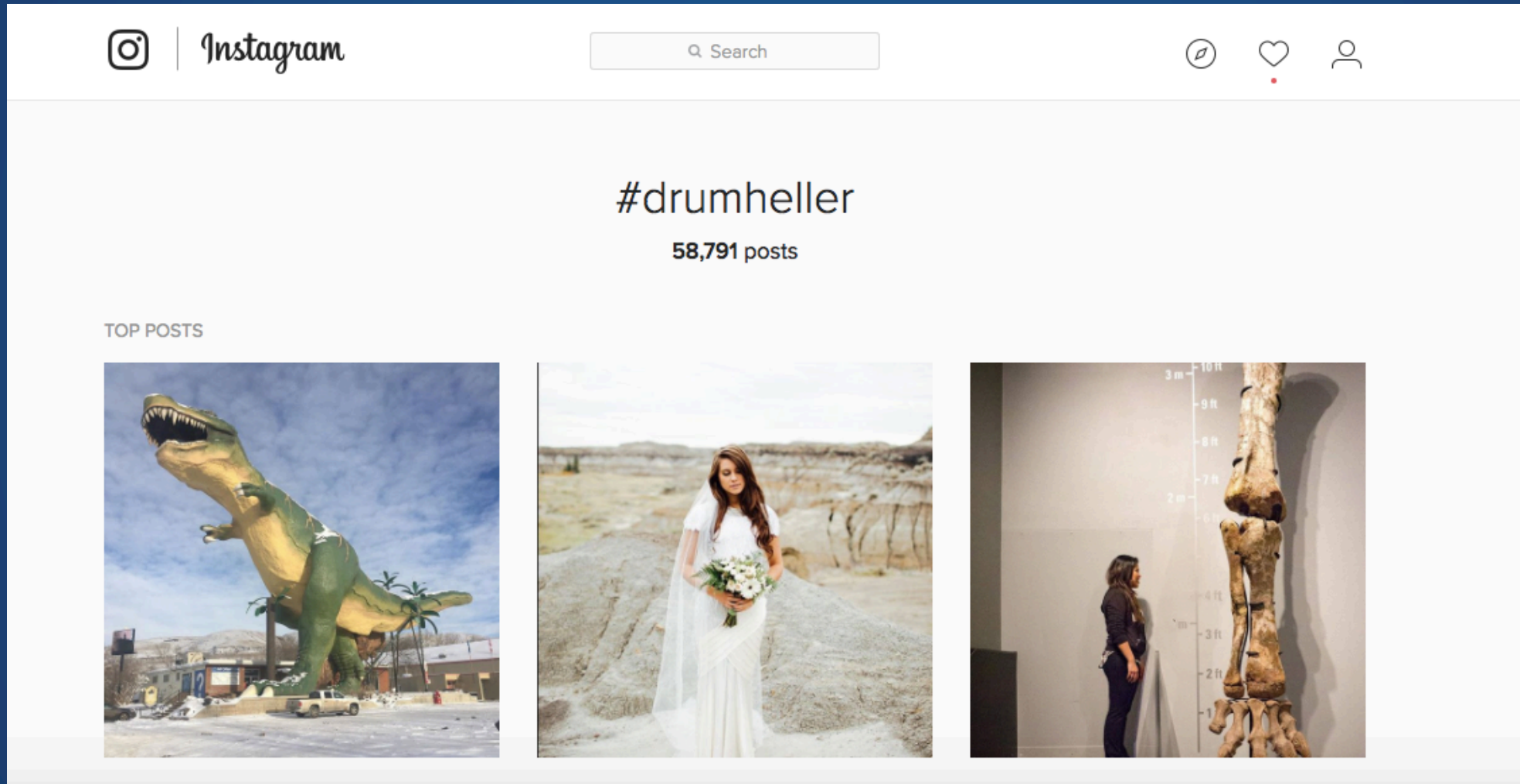
500 million updates/day



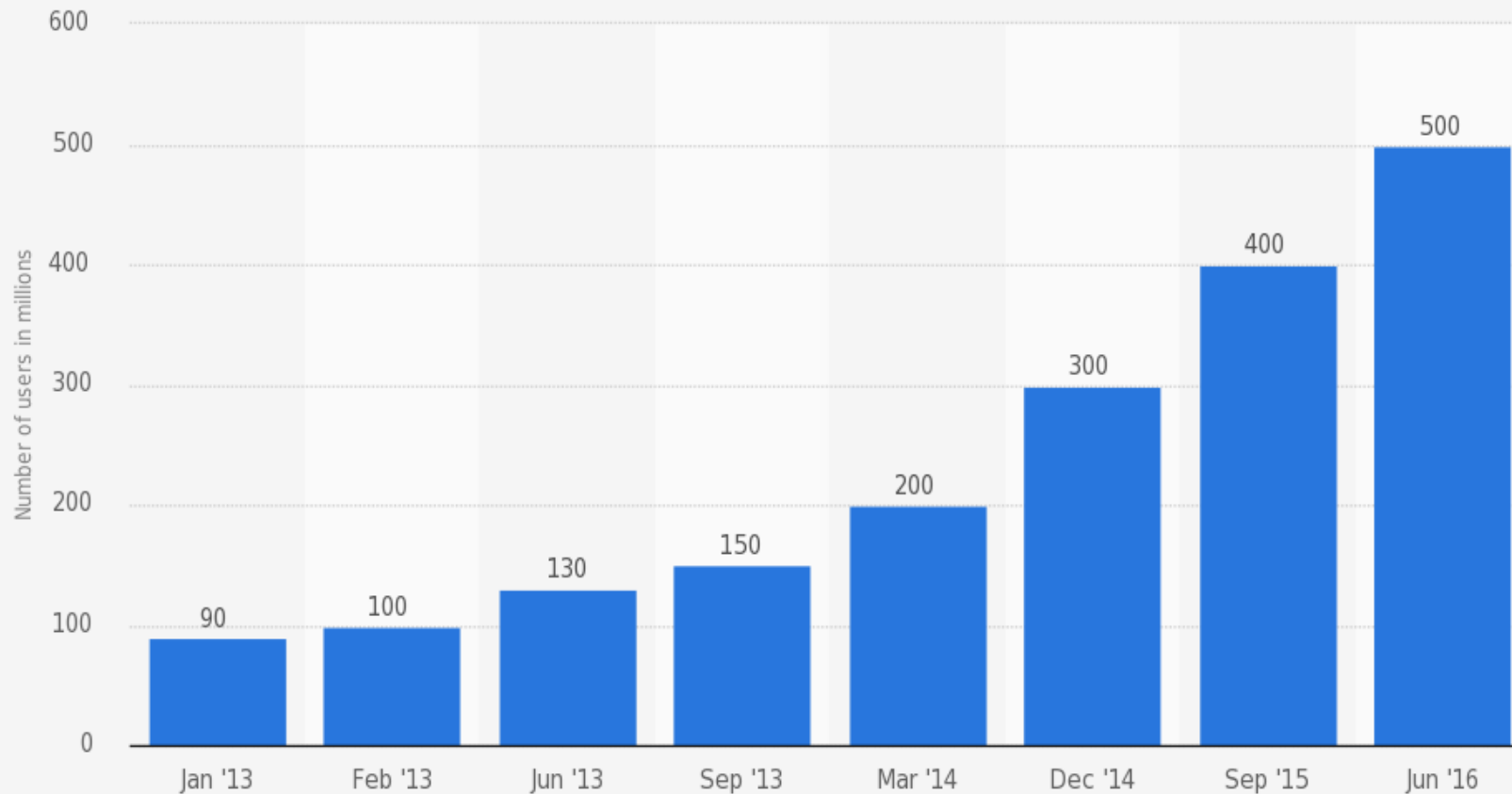
@ShaneGibson

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95 Million Photos & Videos Per day



Number of monthly active Instagram users from January 2013 to June 2016 (in millions)



Source:
Instagram
© Statista 2016

Additional Information:
Worldwide; Instagram; January 2013 to June 2016

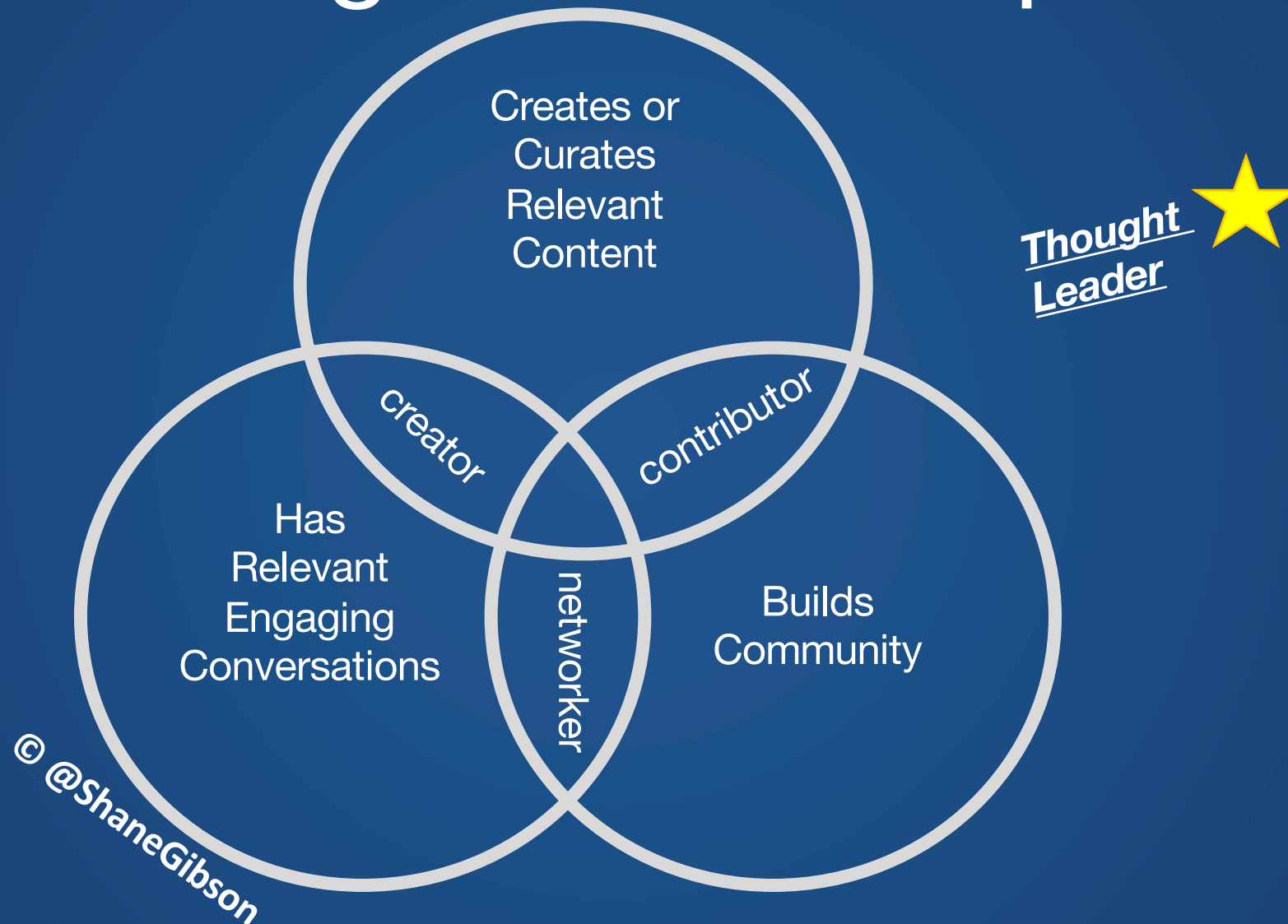
statista

Social Selling / Prospecting

A 3-month study of 500+ sales pros in the B2C and B2B space found that salespeople with social media aptitude were 6X more likely to exceed quota than those with moderate or minimal social media use and competency.

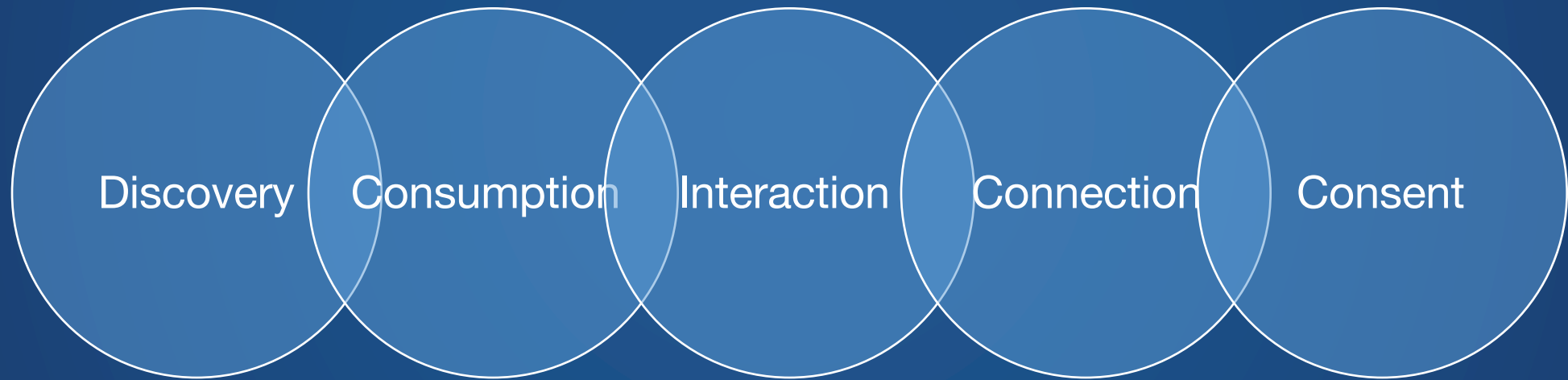
(Kitedesk / A Sales Guy Consulting Inc.)

Thought Leadership



The 5 Stages of Consent

(The Social Sales Funnel)





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Steve Behrische's Social Graph



onressystems.com

@ShaneGibson

Google search results for "steve behrisch".

Web Images News Videos Maps More Search tools

About 3,410 results (0.40 seconds)

Steve Behrisch | LinkedIn
<https://ca.linkedin.com/in/stevebehrisch>
View Steve Behrisch's (Canada) professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Steve Behrisch ...

Steve Behrisch (@stevebehrisch) | Twitter
<https://twitter.com/stevebehrisch>
The latest Tweets from Steve Behrisch (@stevebehrisch). Global nomad - entrepreneur - President, OnRes Systems: online reservation system specialists - GDS ...

Images for steve behrisch Report images

More images for steve behrisch

Uploads from Steve Behrisch - YouTube
<https://www.youtube.com/playlist?list=UUpB63E4n5-xhFvJywdULQHQ>
Steve Behrisch · Home · Videos · Playlists · Channels · Discussion · About · > Play all.
Uploads from Steve Behrisch. by Steve Behrisch; 17 videos; 40 views.

Steve Behrisch - YouTube
<https://www.youtube.com/user/stevebehrisch>
TV Queue. __count__/_total___. Steve Behrisch. SubscribeSubscribedUnsubscribe 4.
Subscription preferences. Loading... Loading... Working... Steve Behrisch ...

Steve Behrisch (@stevebehrisch) • Instagram photos and ...
<https://instagram.com/stevebehrisch/>
See Instagram photos and videos from Steve Behrisch (@stevebehrisch)

Steve Behrisch - Great hotel - I highly recommend...
<https://www.facebook.com/edsonsundownerinn/posts/423716441082883>
Steve BehrischSundowner Inn · August 21, 2013 · North Vancouver, Canada ·. Great hotel - I highly recommend... Like · Comment · Share · Sundowner Inn likes ...

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Being Discoverable

- Google places
- Yelp
- SEO
- All major social media profiles
- Guest blogging/writing
- Press releases
- Writing reviews
- Capitalizing on trending topics

Discovery



Find B&b

Near Camrose, Alberta

Restaurants

Nightlife

Home Services

Write a Review

Events

Talk

Best B&b in Camrose, AB, Canada

\$ \$ \$ \$ \$

Open Now

All Filters



1. Ferintosh Manor Bed & Breakfast

2 reviews
Bed & Breakfast

213 Adam Avenue
Ferintosh, AB T0B 1M0
Canada
(780) 877-2645

Beautiful and Charming B&B, helpful personable hosts. Comfortable atmosphere-wonderful retreat.
[read more](#)



2. A B B Offshore Systems Canada

607 22 Avenue
Nisku, AB T9E 7X7
Canada
(780) 955-2400



3. B B Q House

6111 28 Avenue NW
Edmonton, AB T6L 6N5
Canada
(780) 461-5509



4. B & B Travel Golf Specialist

3636 118 Street NW
Edmonton, AB T6J 1W5
Canada

ponoka b&b

All

Maps

News

Images

Shopping

More

Settings

Tools

About 36,300 results (0.62 seconds)

Bed & Breakfasts in Ponoka - Never Pay Full Price on B&Bs - trivago.ca

[www.trivago.ca/BnBs/Ponoka](#)

Bed & Breakfast Ponoka - Compare Prices from 200+ Booking Sites! - trivago™

Fast and Simple · Save Up to 78% · Over 1M Hotels Worldwide · Saves You Time and Money

Amenities: WiFi, Pool, Breakfast, Fitness center

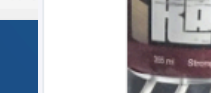
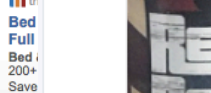
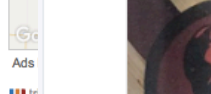
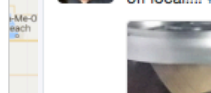
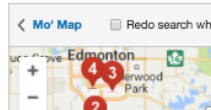
Ponoka Bed and Breakfasts: 2 B&Bs in Ponoka, Alberta

[www.ponoka.worldweb.com](#) > Canada

Looking for a bed & breakfast in Ponoka, Alberta? WorldWeb Travel Guide offers detailed information

— including availability, rates, descriptions and more — on ...

Shane Gibson - Sales Consulting - Google



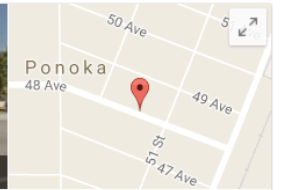
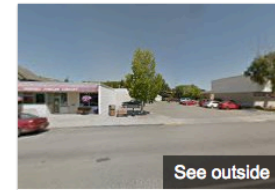
Jujube Business and 71 others follow

[Tool Shed Brewing Co](#) @ToolShedBeer · 23h

Gotta love the #grt2017 @GRTConference for being a regional expo that shows off local!!!! #WereAmongstFriends @villagebrewery



3 4 14



Grad Meadow Bed & Breakfast ★

Bed & Breakfast

Address: SITE 16, Ponoka, AB T4J 1J2

Reviews

[Review this hotel](#)

[Write a review](#)

[Add a photo](#)

[Send to your phone](#)

[Send](#)

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Nurtured Leads

“Nurtured leads make 47% larger purchases than non-nurtured leads.”

– Annuitas Group

Content Ideas

- FAQ's
- Behind the scenes
- Industry insights / Infographics
- Round-ups (recent news/events)
- Interviews with local / regional influencers
- Customer success stories / content
- How-to's
- Top 10 Lists (People, Rules, Tips, Events, Places)



SOHO Business Group was live — with Shane Gibson.

Published by Shane Gibson [?] · October 15 at 1:43pm · ✱

Hello SOHO Business Group fans and friends. We are doing a quick test of our Facebook Live Broadcast capabilities in preparation for our upcoming 3 part series on Social Selling with Shane Gibson. To register for the series visit <http://soho.ca/events>



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JUST THE OPINION OF A FARM KID

TRACTORVIEW

CHAMBERS FAMILY FARM

WELCOME TO TRACTORVIEW



Welcome to my blog this site was designed provide information about myself, general interests , and my life outside work. Those close to me may say that they do not believe that there is a Gary Chambers outside of work as I do spend a lot of hours "working" however differ in this opinion. The difference in opinion is that I love what occupies my everyday life and therefore do not classify it as "work". This blog page essentially provides me a platform to voice my

Welcome to Tractor View



@ShaneGibson

Salesacademy.ca/elearningu



pacificyachtbc

Following

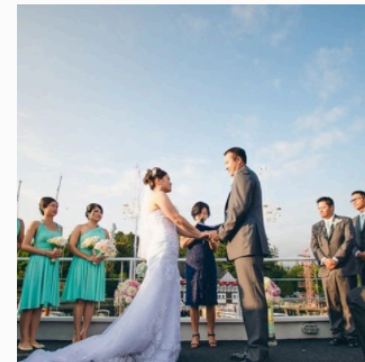
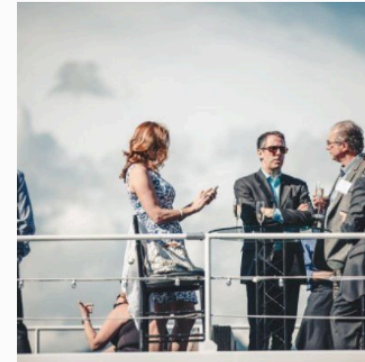


870 posts

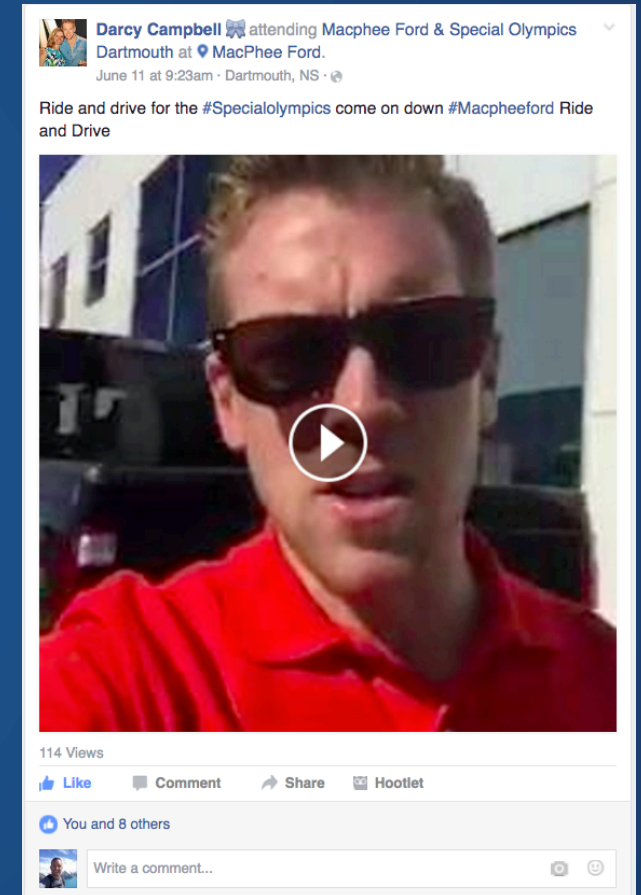
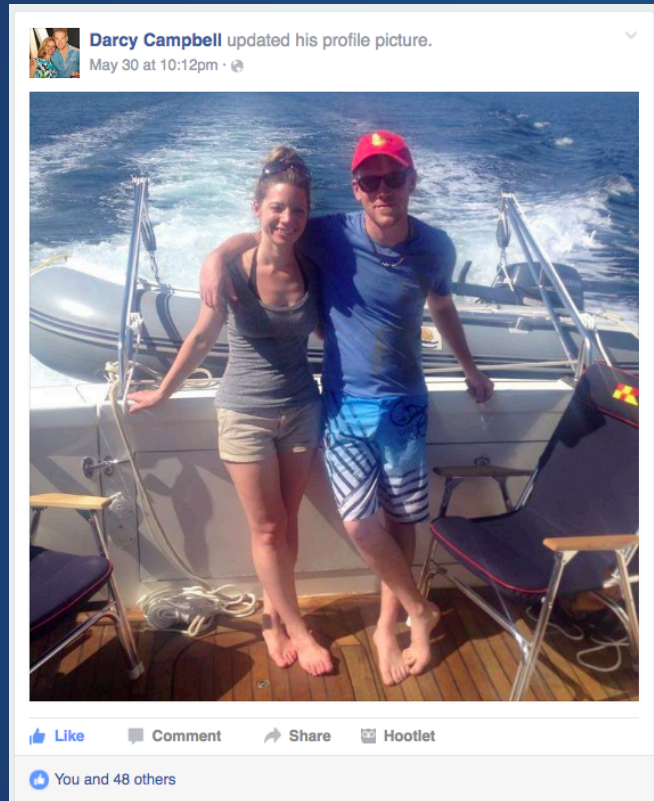
1,020 followers

2,652 following


Pacific Yacht Charters Experience the elegance of a private yacht with fresh locally sourced West Coast cuisine. All while you sail around Vancouver. Have inquiries? Visit: pacificyachtcharters.com/faqs



From 13 to 25 cars/month






Conversation




Written by
Peter Aceto

Following

Like Comment   

45 likes 4 comments



Thanks Peter Aceto! This is one I struggle with too.

Cancel

Comment

Oldest ▾



57 Blair Smith, REALTOR
@agentblair



Following

great. "[@shanegibson](#): How To Offer
Extraordinary Listening [ow.ly/4mV5kB](#) via
[@alittlewoo](#) #listening #communications
#freedownload"

LIKE

1



6:01 PM - 20 Apr 2016



Reply to [@agentblair](#) [@alittlewoo](#)



67 Shane Gibson @shanegibson · 4s
[@agentblair](#) [@alittlewoo](#) glad you liked it. How are things Blair?



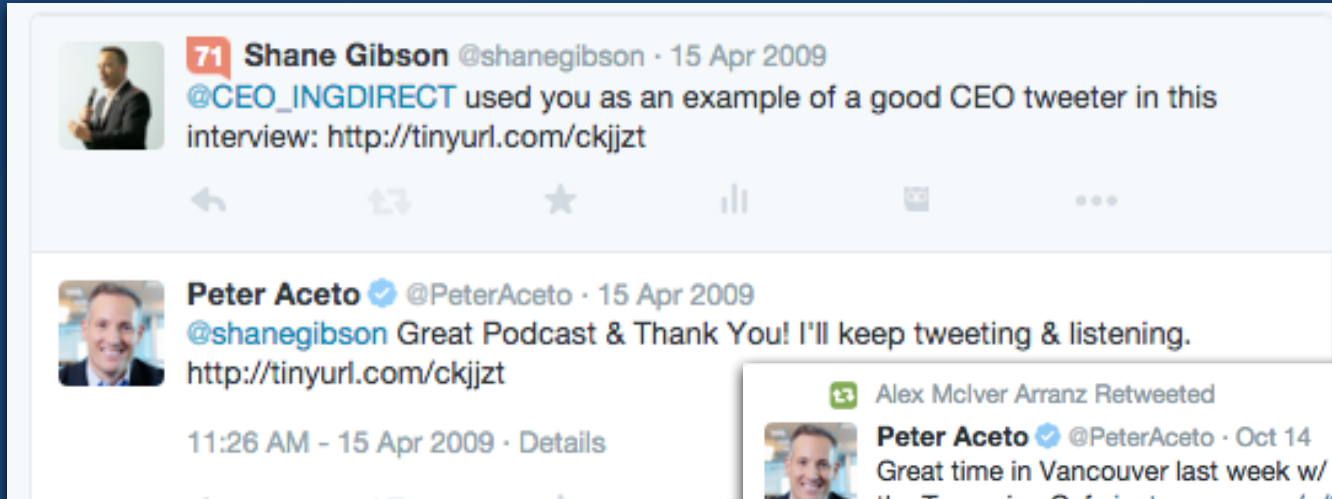
@ShaneGibson

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9 Rules of Engagement

- #1 Stop pitching and start connecting
- #2 Doers win in the game of social media
- #3 It's not about you
- #4 Be fearless in your contribution to community
- #5 Don't be a social spammer, engage (focus on your nano-tribes)
- #6 Be authentic
- #7 Be consistent
- #8 Amplify through community
- #9 Get Sociable!**

@PeterAceto



@ShaneGibson

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Collaboration



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Listening



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Business Intelligence

- [Twitter.com/search](https://twitter.com/search)
- Facebook Graph Search
- LinkedIn advanced search
- Instagram (#tag and locations)
- Signals

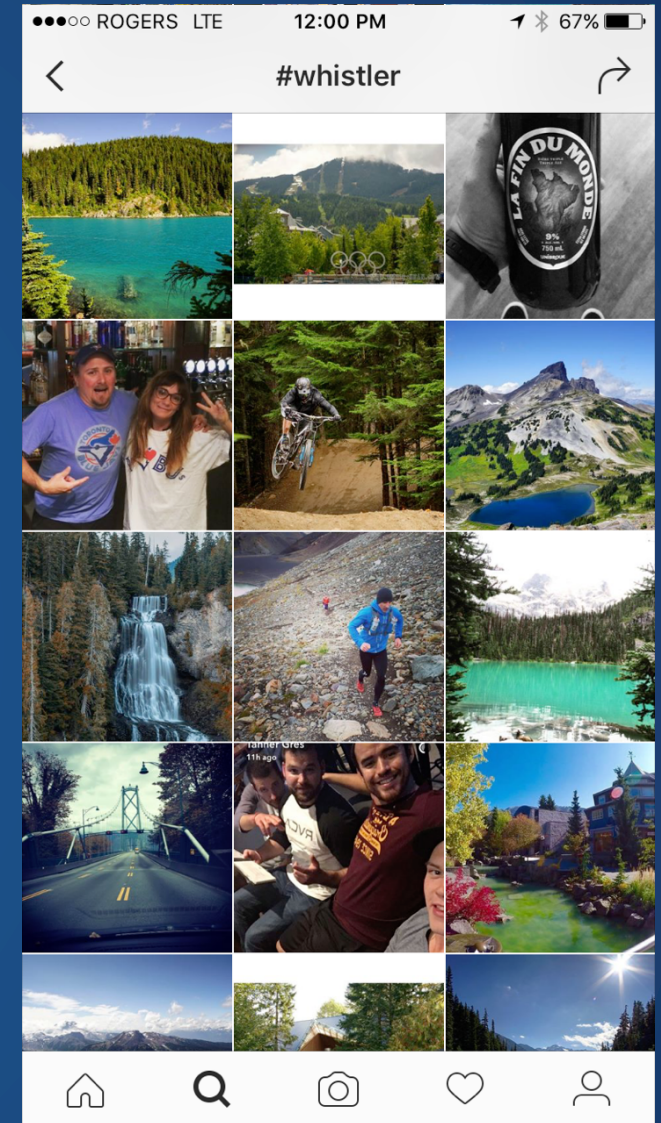
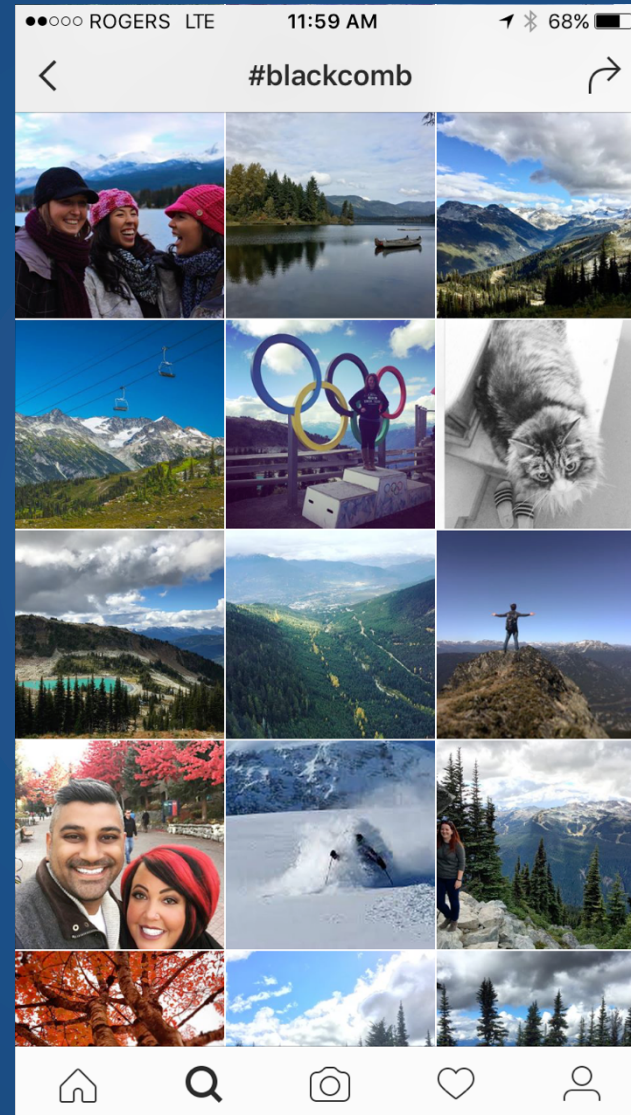
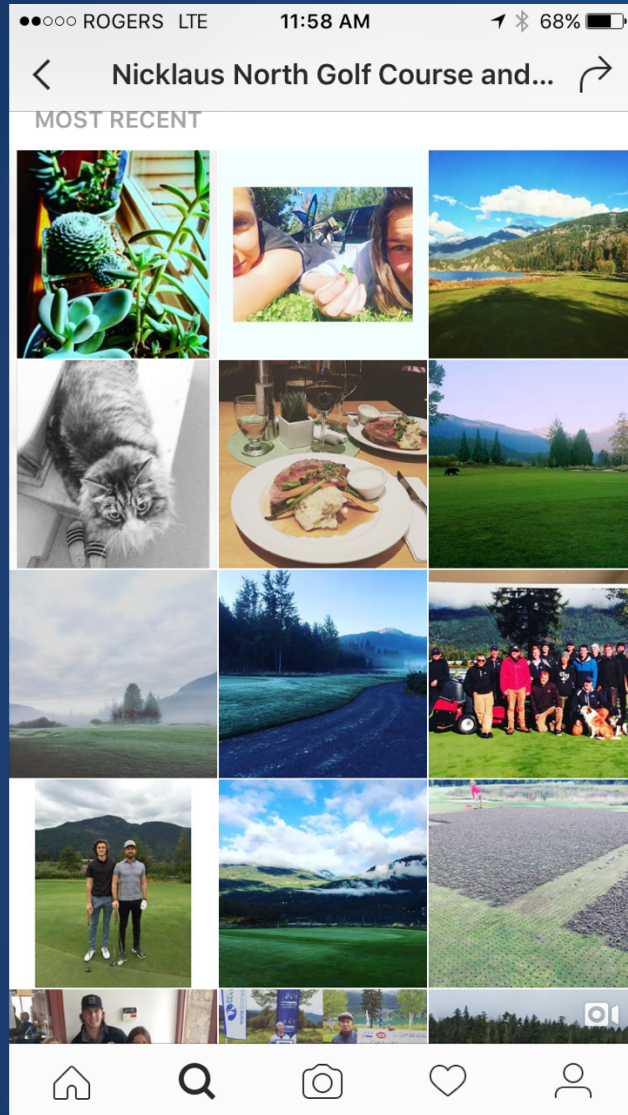
Stakeholder + Trigger Event Spotting



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Twitter Search

The screenshot shows a Twitter search interface with the search term "Ponoka Stampede". The top navigation bar includes links for Home, Moments, Notifications, and Messages, along with a search bar and a "Tweet" button. The search results are displayed in a list format. The first tweet is from Cynthia Johnson, stating "Gary/Janice Gorst follows". The second tweet is from Gary/Janice Gorst (@ggorstchuck), dated 7 Jul 2016, with the text "Huge thank you to WPW for sponsoring at the Ponoka Stampede!". This tweet includes a video of a horse and rider, with a text overlay that reads "There is something about the outside of a HORSE that is good for side of a MAN". Below the video, a profile card for Gary/Janice Gorst (@ggorstchuck) is shown, displaying 317 tweets, 191 following, and 697 followers. The third tweet is from Jason Gastrich, stating "Medcor follows". The fourth tweet is from Medcor (@Medcor), dated 6 Jul 2016, with the text "Congratulations Jacobs Crawley on a much deserved win at the 80th Ponoka Stampede! Your hard... [instagram.com/p/BHiZWUqg6EY/](\"https://www.instagram.com/p/BHiZWUqg6EY/\")". The fifth tweet is from Philip Seeger (@PhilipSeeger), dated 6 Jul 2016, with the text "Congrats to Jacobs Crawley on winning the 80th Ponoka Stampede Saddle Bronc Showdown!! #Champion #SponsoredRider... [fb.me/4cGtpUNFI](\"https://fb.me/4cGtpUNFI\")".

Home Moments Notifications Messages "Ponoka Stampede" Tweet

Cynthia Johnson follows

35 Gary/Janice Gorst @ggorstchuck · 7 Jul 2016

Huge thank you to WPW for sponsoring at the Ponoka Stampede!

There is something about the outside of a HORSE that is good for side of a MAN

Gary/Janice Go... @ggorstchuck

TWEETS 317 FOLLOWING 191 FOLLOWERS 697

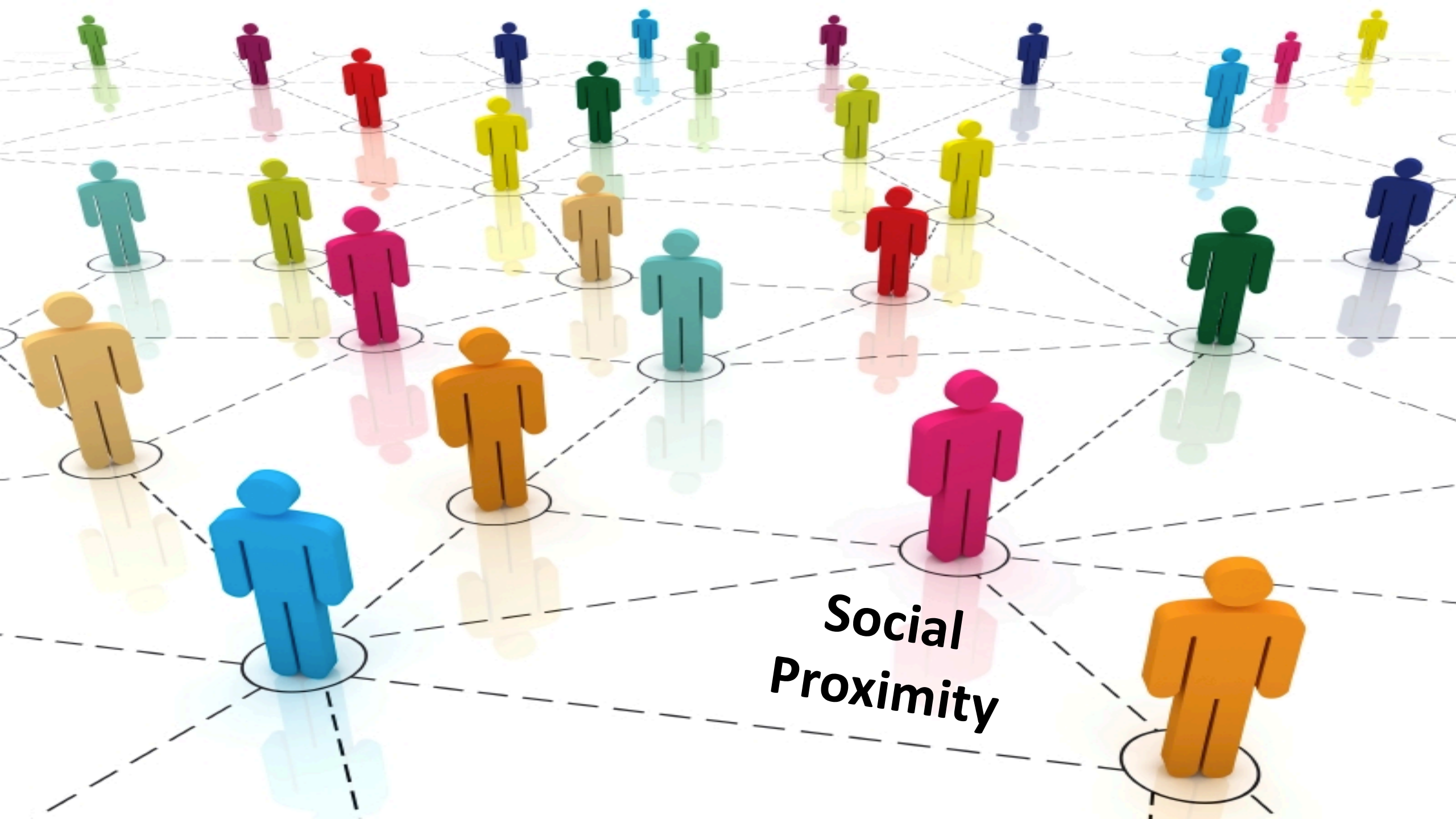
Jason Gastrich follows

37 Medcor @Medcor · 6 Jul 2016

Congratulations Jacobs Crawley on a much deserved win at the 80th Ponoka Stampede! Your hard... [instagram.com/p/BHiZWUqg6EY/](https://www.instagram.com/p/BHiZWUqg6EY/)

17 Philip Seeger @PhilipSeeger · 6 Jul 2016

Congrats to Jacobs Crawley on winning the 80th Ponoka Stampede Saddle Bronc Showdown!! #Champion #SponsoredRider... fb.me/4cGtpUNFI



**Social
Proximity**



Search

Search

Top

People

Jobs

Posts

Companies

Groups

Schools

[Sales Trainer Materials - Customizable Sales Training Materials for Professional Sales Trainers. Demo](#) Ad ...

Showing 631 results



Ron Bester • 2nd
Partnership Director at SingularityU Canada Summit
Toronto, Canada Area

Connect



128 shared connections



Jayson Gagnard • 2nd
I connect fascinating entrepreneurs through community and unique experiences.
Toronto, Canada Area

Connect



53 shared connections



Chris Tampin • 2nd
President & Principal Designer @ The Event Factory
Toronto, Canada Area

Connect



80 shared connections



Michael Risen • 2nd
President & C.E.O.
Toronto, Canada Area

Connect



104 shared connections



Farah Perelmutter • 2nd
CEO, Co-Founder, Speakers' Spotlight
Toronto, Canada Area

Connect



31 shared connections

Filter people by

Clear all (3)

Connections

☐ 1st ☒ 2nd ☐ 3rd+

Keywords

Locations

☒ Toronto, Canada Area

☐ Canada

☐ Vancouver, Canada Area

☐ United States

☐ United Kingdom

+ Add

Current companies

Past companies

Industries

☒ Events Services

☐ Marketing and Advertising

☐ Information Technology and Services

☐ Financial Services

Messaging

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Friends of my friends who work at Shell



Shane

Home 12



Shane Gibson



News Feed



Messenger

SHORTCUTS



BIL Vancouver Spe... 11



Dubas & Company ... 8



Sociable! 10



Knowledge Brokers ... 4



ALTERNATIVE FAC... 18

See More...

EXPLORE



Events 20+



Pages



Groups



Ads Manager



Friend Lists

See More...

CREATE

Ad · Page · Group · Event



Michael Eddy

Add Friend



Senior Aboriginal Relations Specialist at Shell Canada

Friends with Nick Seddon since April 2007 · Nick has been friends ...

Studied European Studies at University of British Columbia '06

4 mutual friends including Chris Kerasiotis and Ryan Gibson



Bez Soltani (Mapache)

Add Friend

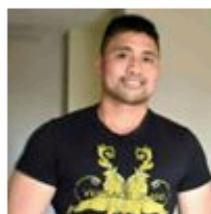


Founder at Nurdture

Friends with Hafeez Noorani since September 2011 · Hafeez has b...

Mining Engineer at Shell Canada

5 mutual friends including Sep Baz and Andrew Rezmer



Michael Angelo Ramos Cinco

Add Friend



Evil Oil Baron at Shell Canada

Friends with Matthew Hon since February 2007 · Matthew has bee...

Lives in Calgary, Alberta

3 mutual friends including Pangus Kung and Matthew Hon



Denzel Harold

Add Friend



Engineer at Shell

Friends with Cecilia Garcia since February · Cecilia has been friend...

Studied Chemical Engineering at University of Malta

1 mutual friend: Cecilia Garcia



Luke Killam

Add Friend



Works at Shell Canada

Friends with Adam Killam since February 2011 · Adam has been fri...

TRENDING



Dubai

1M people talking about this

NASA

27K people talking about this

Erik Guay

5.4K people talking about this

Nokia 3310

27K people talking about this

Mariana Trench

11K people talking about this

Burlington Coat Factory

6.6K people talking about this

Janet Yellen

11K people talking about this

Zoo Atlanta

1.8K people talking about this

California National Guard

2.1K people talking about this

Hong Kong, China

1M people talking about this

PEOPLE YOU MAY KNOW

See All



Kelly Ablog Marrant



Add Friend

SPONSORED

Create Ad

@ShaneGibson

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Nimble CRM

The screenshot shows a web browser with multiple tabs open, including Twitter, Facebook, and various business-related sites. The main content is the Twitter profile of Austin Nairn (@AustinNairn). The profile features a large header image of a sunset over water and a smaller profile picture of Austin Nairn. The bio identifies him as a Health Nut, Soccer Player, and Community Volunteer. The statistics show 1,040 tweets, 1,207 following, 907 followers, and 87 likes. The tweets section shows two recent tweets, both retweeted by Austin Nairn. A right-hand sidebar displays a detailed profile for Austin Nairn, including his title as Manager at North Vancouver Chamber of Commerce, contact information, and a list of related companies. A Nimble CRM overlay is visible on the right side of the browser window, showing a dropdown menu for 'Profile' and a list of lead details, including lead source, status, and type.

Twitter Profile: Austin Nairn (@AustinNairn)

Header Image: Sunset over water with sailboats.

Profile Picture: Austin Nairn, a man in a suit.

Stats: TWEETS 1,040 | FOLLOWING 1,207 | FOLLOWERS 907 | LIKES 87

Bio: Austin Nairn
@AustinNairn
FOLLOWS YOU
Health Nut, Soccer Player, and Community Volunteerism Enthusiast. Mentorship, Young Professional, Small Business and Diversity Champion.

Location: Vancouver
Website: boardoftrade.com
Joined: March 2011

Tweets:

- Austin Nairn Retweeted
Jill Earthy @jearthy · Jun 9
The #WeForSheBC Conference will connect emerging + established leaders to expedite diversity: WeForSheBC.ca Oct 14 #WeForSheBC @BoardofTrade
- Austin Nairn Retweeted
BoardofTrade @BoardofTrade · Jun 9
JUST IN: @BCGovNews @BoardofTrade + @TheWEBAlliance are excited to announce #WeForSheBC WeForSheBC.ca #bcpoli #gvbot

Right Sidebar (Austin Nairn Profile):

- Austin Nairn**
Membership Services Manager at North Vancouver Chamber of Commerce
- 2 fields differ on the page
- Details
- anairn@boardoftrade.com
- Vancouver
- Director, Member Programs at The Vancouver Board of Trade
- All Bios
- Last contacted by team 3d ago
- Related Companies
- Loading company suggestions...
- Lead Details
- Lead Source: --- Select Lead Source ---
- Lead Status: --- Select Lead Status ---
- Lead Type: --- Select Lead Type ---
- Tags

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Group Messages Activities Deals Reports Search Contacts

Bill Banham
President, icenimarketing.com
42 – Toronto, Astronomy, NASA, Star Trek, Clevel...

Mik Le
CEO, Sa
44 – S

Is this contact important? Yes No

Is this

ranked opportunities today?
are your important contacts and Nimble will help you find more!

Selling with Maximum Impact and the
open for you.
success. Join @shanegibson now
https://t.co/DVuiXA0SRy"
ss, Sales, Sales Management,
Comedy, B2B

Reply

Reply

To Do Today

Activities

Overdue Sample Ta

Overdue Ask about

Overdue Follow-up

Overdue Send speaker package

Notifications Manage

van@autoformco.ca opened your message
Re: Autoform
2 hours ago

Mike Wood opened your message
Follow-up emails
7 hours ago

Catherine.McIntyre@rci.rogers.com opened your message
Re: Interview re. Millennials in Sales
9 hours ago

Catherine.McIntyre@rci.rogers.com opened your message
Re: Interview re. Millennials in Sales
9 hours ago

Somebody opened your message
Re: Vega Sales Conference
10 hours ago

Show More (15 more unread)

@ShaneGibson

Salesacademy.ca/elearningu

Social Selling Success

1. Focus on the new sales funnel
2. Work leads through social proximity
3. Community + Content + Conversations
4. Use a social CRM like Nimble
5. Devote the time for daily disciplines

Let's Connect!



<http://salesacademy.ca>



<http://twitter.com/ShaneGibson>



<http://linkedin.com/in/shanegibson/>

shane@shanegibson.com