



High ROI Social Selling Strategies

@ShaneGibson

SalesAcademy.ca

High ROI 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.



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.)

Creating Trust

Value added frequent engagement
consistently over time.

More value + more time = more trust

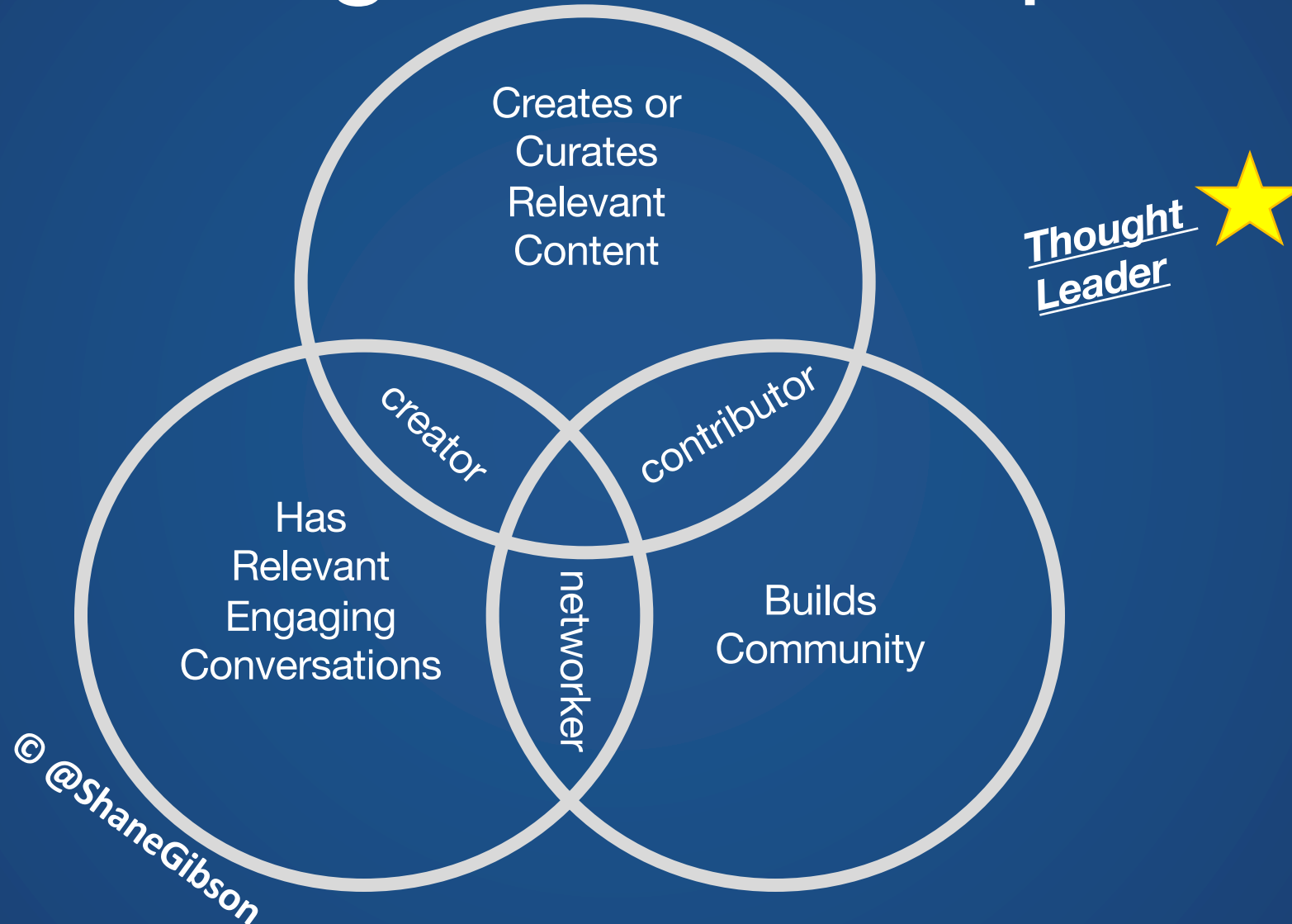
Saying you
don't believe in
social media is
like saying you
don't believe in
the internet

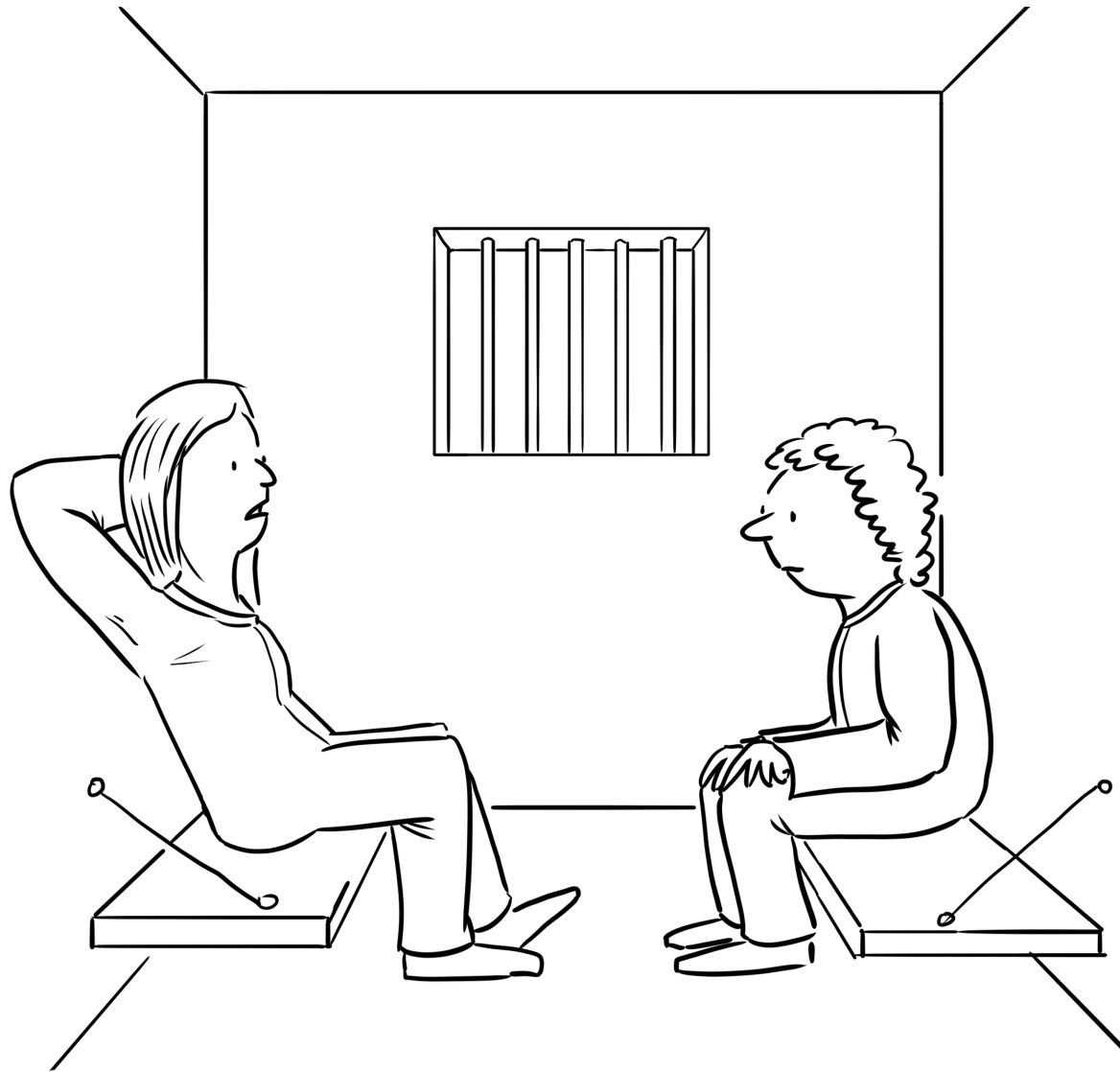


@Garyvee

“Leadership is influence.”
- John C. Maxwell

Thought Leadership

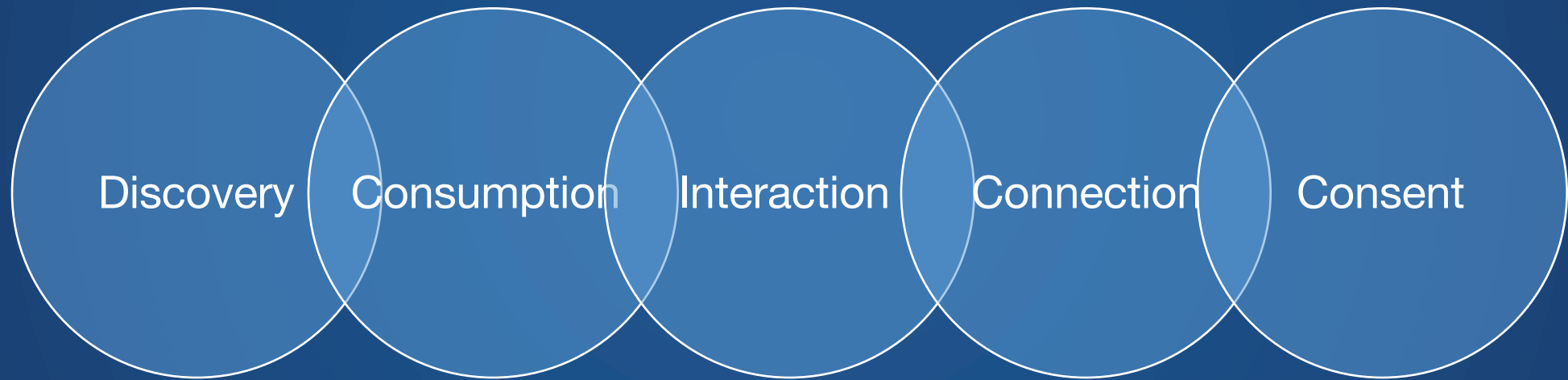




Turns out the law imposes certain hard limits on “Fake it ‘til you make it”
as a business strategy.

The 5 Stages of Consent

(The Social Sales Funnel)





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Steve's Social Graph



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.

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<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 ...

Being Discoverable

- Complete social media profiles
- Being active socially (online and offline)
- Have you posted yet today? 😊
- Guest blogging/writing
- Press releases
- Google places / local
- SEO

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
- Interviews with thought leaders
- Customer success stories / case studies
- How-to's
- Top 10 Lists (People, Rules, Tips)

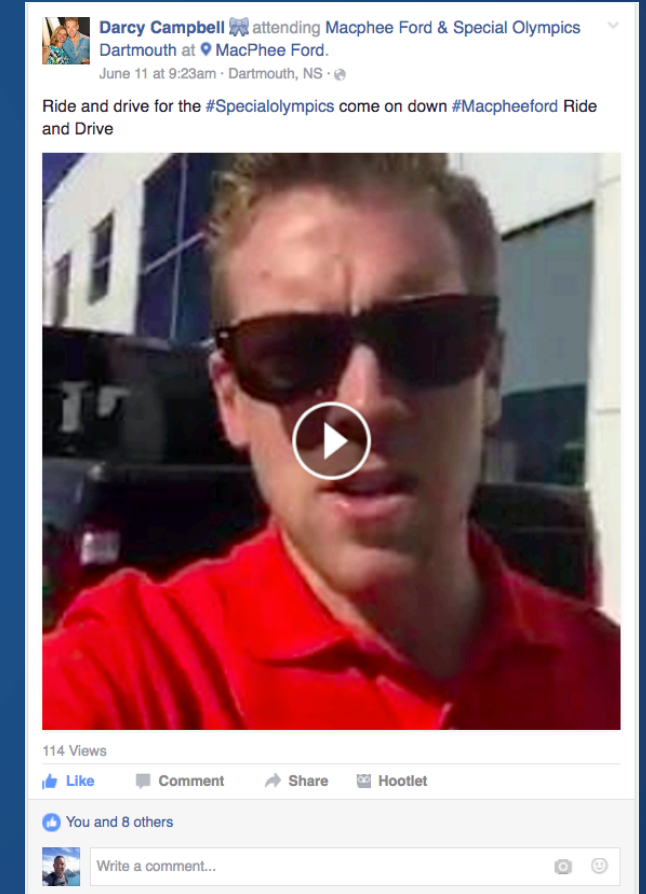
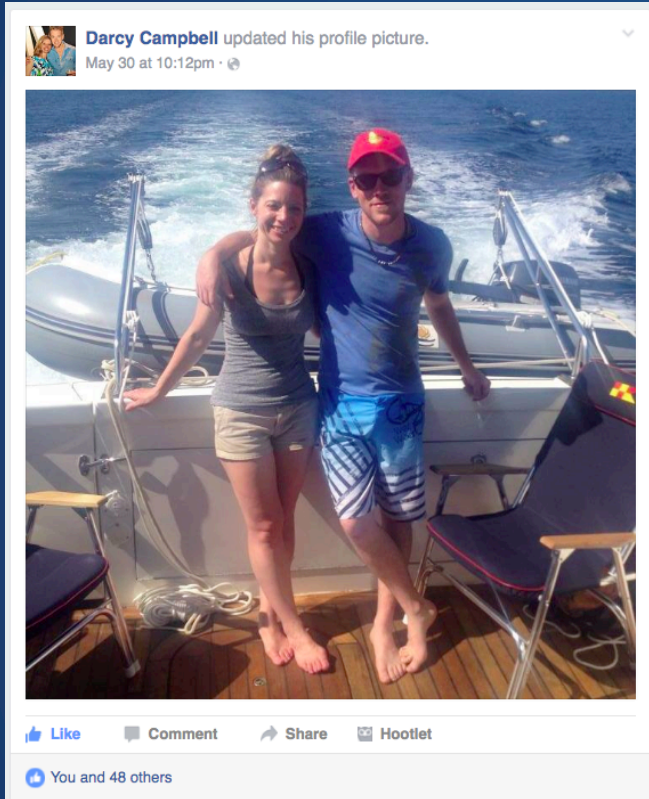
Consumption

“Tell stories
because stories
aren't boring.”

– Jay Conrad Levinson




From 13 to 25 cars/month



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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 ▾

@PeterAceto



Shane Gibson @shanegibson · 15 Apr 2009

@CEO_INGDIRECT used you as an example of a good CEO tweeter in this interview: <http://tinyurl.com/ckjjzt>



Peter Aceto @PeterAceto · 15 Apr 2009

@shanegibson Great Podcast & Thank You! I'll keep tweeting & listening.
<http://tinyurl.com/ckjjzt>

11:26 AM - 15 Apr 2009 · Details



Alex McIver Arranz Retweeted



Peter Aceto @PeterAceto · Oct 14

Great time in Vancouver last week w/ @shanegibson introducing #weology at the Tangerine Cafe [instagram.com/p/8ySnzFJaDI/](https://www.instagram.com/p/8ySnzFJaDI/)



Shane Gibson @shanegibson · Oct 9
Hitting the Grind with @PeterAceto



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64 Shane Gibson @shanegibson · Aug 9

Congrats to @6s_marketing on their latest acquisition!



54 Chris Breikss @chrisbreikss

We've made a big move to expand our social media division. Learn how 6S is Social. hubs.ly/H08kqC30



2



5



54 Chris Breikss

@chrisbreikss

Following

Replying to @shanegibson @6s_marketing

Thanks Shane!

9:58 AM - 9 Aug 2017



1



Tweet your reply



64 Shane Gibson @shanegibson · Aug 9

Replying to @chrisbreikss @6s_marketing

Cheers!



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I owe you beers for sure now

You bet! And.... it would be great to grab a pint and catch-up!

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
- #6 Be authentic
- #7 Be consistent
- #8 Amplify through community
- #9 Get Sociable!**

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

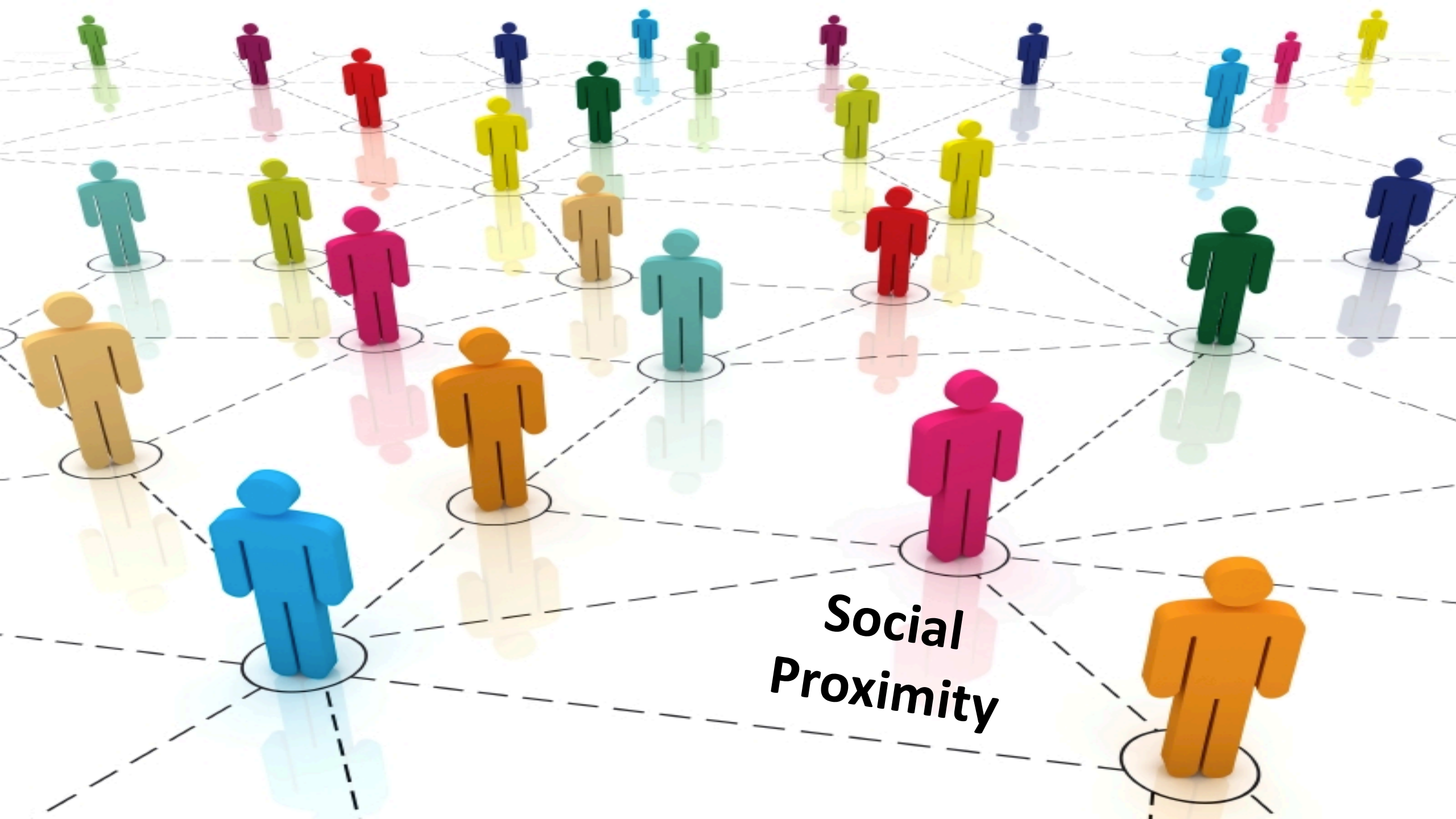


Twitter Search

The screenshot shows a Twitter search results page for the hashtag #elevatewireless. The top navigation bar includes links for Home, Moments, Notifications, and Messages, along with a search bar containing the hashtag and a 'Tweet' button. Below the navigation bar, the search results are categorized by 'Top', 'Latest', 'People', 'Photos', 'Videos', 'News', and 'Broadcasts'. The 'Latest' tab is selected.

On the left side, there are three sections: 'Search filters' with a 'Show' link, 'Who to follow' with a 'Refresh' and 'View all' link, and 'Vancouver trends' with a 'Change' link. The 'Who to follow' section lists three accounts: TechCrunch (@TechCrunch), Atlanta Falcons (@AtlantaFalcons), and Le Doucet Design (@ledesign). The 'Vancouver trends' section lists five trending hashtags: #America (1.33M Tweets), #charlottesville (95.9K Tweets), #OrphanBlack (34.6K Tweets), #TheFirstTime, and #IlluminateTourToronto (7,787 Tweets).

The main content area displays two tweets. The first tweet is from NATEWIN (@NATEWIN_Network) posted 17 hours ago, featuring a quote from NATE (@NATEsafety) about America's hottest properties. The second tweet is also from NATEWIN (@NATEWIN_Network) dated August 10, thanking sponsors for the NE/IA Wireless Association Golf Tournament. The tweet includes a photo of several men in a room, with one man in the foreground wearing a red shirt and glasses.



**Social
Proximity**

Search

Top

People

Jobs

Posts

Companies

Groups

Schools

IR Module - Empower your company to do more, and better. Manage Communicate Engage Ad ...

Showing 77 results

**Justin Greene** • 2nd

CTO at Parrable

Greater New York City Area



2 shared connections

Connect

**Rey Peralta** • 2nd

CTO, Milk

Greater New York City Area

Current: CTO at Milk Studios



2 shared connections

Connect

**Maria Belousova** • 2nd

CTO at Grubhub

Greater New York City Area



1 shared connection

Connect

**James Turnbull** • 2nd

CTO at Empatico

Greater New York City Area



8 shared connections

Connect

**Anthony Johnson** • 2nd

CTO at Giphy

Greater New York City Area



1 shared connection

Connect

Filter people by

Clear all (3)

Connections

☐ 1st☒ 2nd☐ 3rd+

Keywords

First name

Last name

Title

Company

School

Locations

☒ Greater New York City Area☐ United States☐ Canada☐ Algeria☐ Algeria area

**W. Ty Miller**

Vice President at SAP

Studied at **The George Washington University '00**Lives in **Vancouver, British Columbia**2 mutual friends: **Cathy Oye** and **Ray Torresan**[Add Friend](#)[Message](#)**Wilson Yeung**

Associate Technical Consultant, Big Data and Cloud Analytics at SAP

Read **The Well of Echos Quartet**Lives in **Vancouver, British Columbia**1 mutual friend: **Peter Woo**[Add Friend](#)[Message](#)**Cho Wang**

Works at SAP

Studied Marketing at **SFU '08**Lives in **Vancouver, British Columbia**1 mutual friend: **Kim Jang**[Add Friend](#)[Message](#)**Kasra Houshidar**

Associate Account Executive at SAP

Read **A Song of Ice and Fire**, **The 4-Hour Workweek** and **No Logo**Lives in **North Vancouver, British Columbia**3 mutual friends including **Jon Jlal Malach** and **Sep Baz**[Add Friend](#)[Message](#)**Susan Byars Ross**

VP at SAP

Studied Master's Degree at **Georgia State University '96**Lives in **Alpharetta, Georgia**1 mutual friend: **Jason Rushforth**[Add Friend](#)[Message](#)**Mike Prosceno**[Add Friend](#)[Message](#)

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Lesha Vasquez likes this

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Group Messages Activities Deals Reports Search Contacts

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

Is this contact important? Yes No

Mik Le
CEO, Sa
44 – S

Is this

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)

To Do Today

Activities

Overdue Sample Ta

Overdue Ask about

Overdue Follow-up

Overdue Send speaker package

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

Shane Gibson Surround yourself with S Facebook Thrive Series: Driving RO Sales Training Canada Austin Nairn (@AustinNairn) Shane

Twitter, Inc. [US] https://twitter.com/AustinNairn

Apps Mail - GIBSON, Shan The Art of Permission LSI Graph: LSI Keyw Do Fewer Things, Be Possibilities Metrics Share on LinkedIn Shane Gibson - Sale Other Bookmarks

Home Moments Notifications Messages Search Twitter


 **Austin Nairn**
@AustinNairn FOLLOWS YOU


Health Nut, Soccer Player, and Community Volunteerism Enthusiast. Mentorship, Young Professional, Small Business and Diversity Champion.

Vancouver
boardoftrade.com
Joined March 2011

TWEETS 1,040 FOLLOWING 1,207 FOLLOWERS 907 LIKES 87

Tweets Tweets & replies Media

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 #gvybot

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
facebook import - Sh Facebook

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Social Selling CRM



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