



# Growing Your Business with Social Selling



# 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 Success Defined:

so cial sell ing suc cess

/ˈs SHəl/ - /sel-ing/ - /sək'ses/

**verb:** social selling is the act of using online bi-directional communications and conversations to create an environment where an act of faith can take place.

- @ShaneGibson #socialselling #success

# 415 450 Million

The screenshot shows the LinkedIn company page for LinkedIn. The header features the LinkedIn logo, a search bar, and navigation links. The main banner image is titled "Next Wave Top Professionals 35 & Under". Below the banner, the company name "LinkedIn" is displayed, along with its industry "Internet", employee count "5,001-10,000 employees", and location "Mountain View, CA". A "Follow" button and follower count "1,884,858 followers" are visible. The page is divided into sections: "Overview" with a video thumbnail, "Jobs" listing "Shane Gibson" as a "Social Media Speaker, Author & Guerrilla Marketing Master Trainer" with "2 jobs match your skills", "Life" with a photo of a person working, "About us" with a paragraph about the company's mission, "Recent update" with a video thumbnail and a "see more" link, "Company photos" with a group photo, and "Explore company life" and "Our employees support" links. At the bottom, it says "1 connection at this company".

The screenshot shows the LinkedIn profile page for Shane Gibson. The header features a profile picture of Shane Gibson speaking into a microphone, his name "Shane Gibson", and his title "Author - Keynote Sales Speaker - Social Media and Social Selling Trainer". His location is "Vancouver, Canada Area" and his industry is "Marketing and Advertising". His current role is "Guerrilla Social Media Marketing, Professional Sales Certificate Program" and his previous role was "BuildDirect, Socialized! Ltd. Social Media Training, Activation and Intelligence, Knowledge Brokers International". His education is "Prince of Wales". A "Send a message" button and "500+ connections" are visible. The page is divided into sections: "Posts" with three posts titled "You Are Always Training in Professional Sales", "What defines a successful negotiation?", and "Is Digital and Social Media Distraction Hurting...", "Background" with a "Summary" section, and "People Also Viewed" with a list of recommended profiles including Koka Sexton, Jill Rowley, Ken Krogue, and Jill Konrath. An advertisement for BMO Wealth Management is also visible.

# ~~900 million~~ 1.4 Billion

The screenshot shows a Facebook interface. At the top, a search bar contains the text "my friends friends who work for oracle". The user's name "Shane Gibson" and "Home" button are visible. The left sidebar shows navigation options like "News Feed", "Ads Manager", "Messages", "Events", "Photos", "Browse", "Dubas & Company", and "Saved". The main content area displays search results for "People". Three profiles are listed: Babette Turner (Oracle DBA at Pythian), Siri Jay (Siri Jordan) (Works at Oracle), and Polishchouk Natalia (EMEA Recruitment Consultant at Oracle). Each profile includes a photo, name, job title, education, location, and mutual friends. The right sidebar shows a "TRENDING" section with various news items.

**Shane Gibson**  
Edit Profile

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

**Top** **People** Photos Pages Places More ▾

**Babette Turner**  
Oracle DBA at Pythian  
Studied at **University of Ottawa**  
Lives in **Ottawa, Ontario**  
25 mutual friends including **Andrea Reimer** and **Steve Anderson**

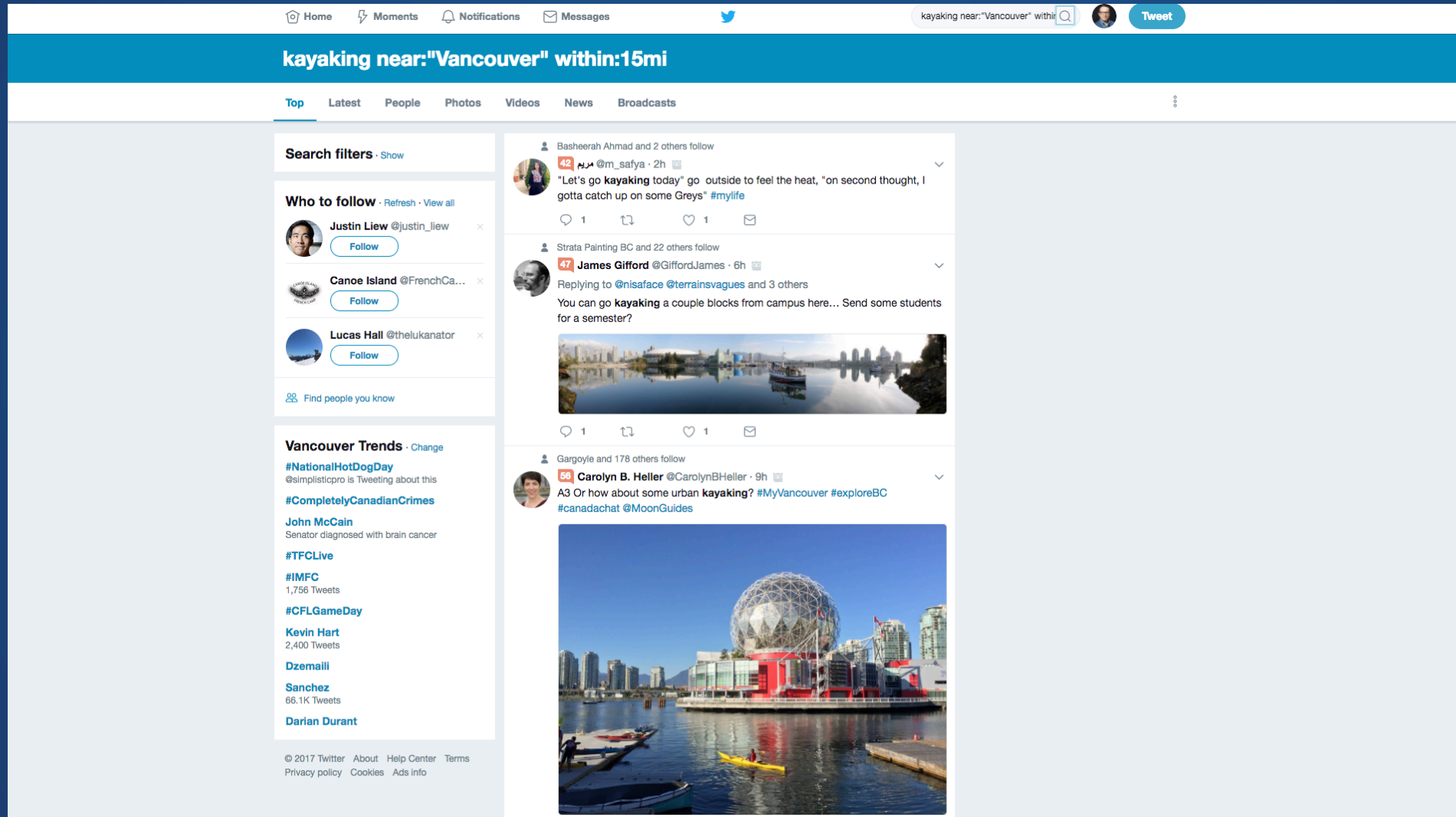
**Siri Jay (Siri Jordan)**  
Works at Oracle  
Studied at **Western University**  
1 mutual friend: **Aaron Dudley**

**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**

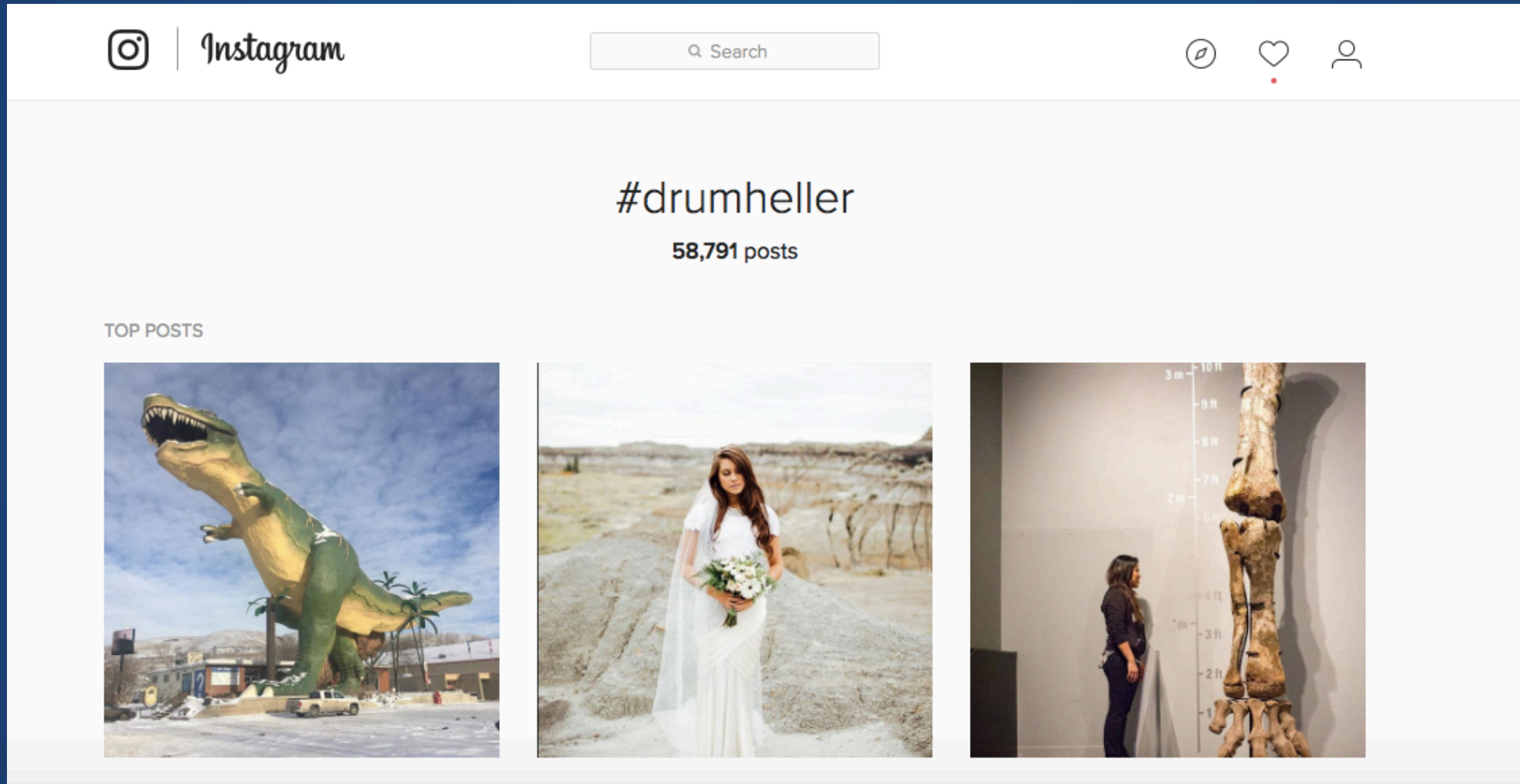
**TRENDING**

- 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

# 500 million updates/day



# 95 Million Photos & Videos Per day

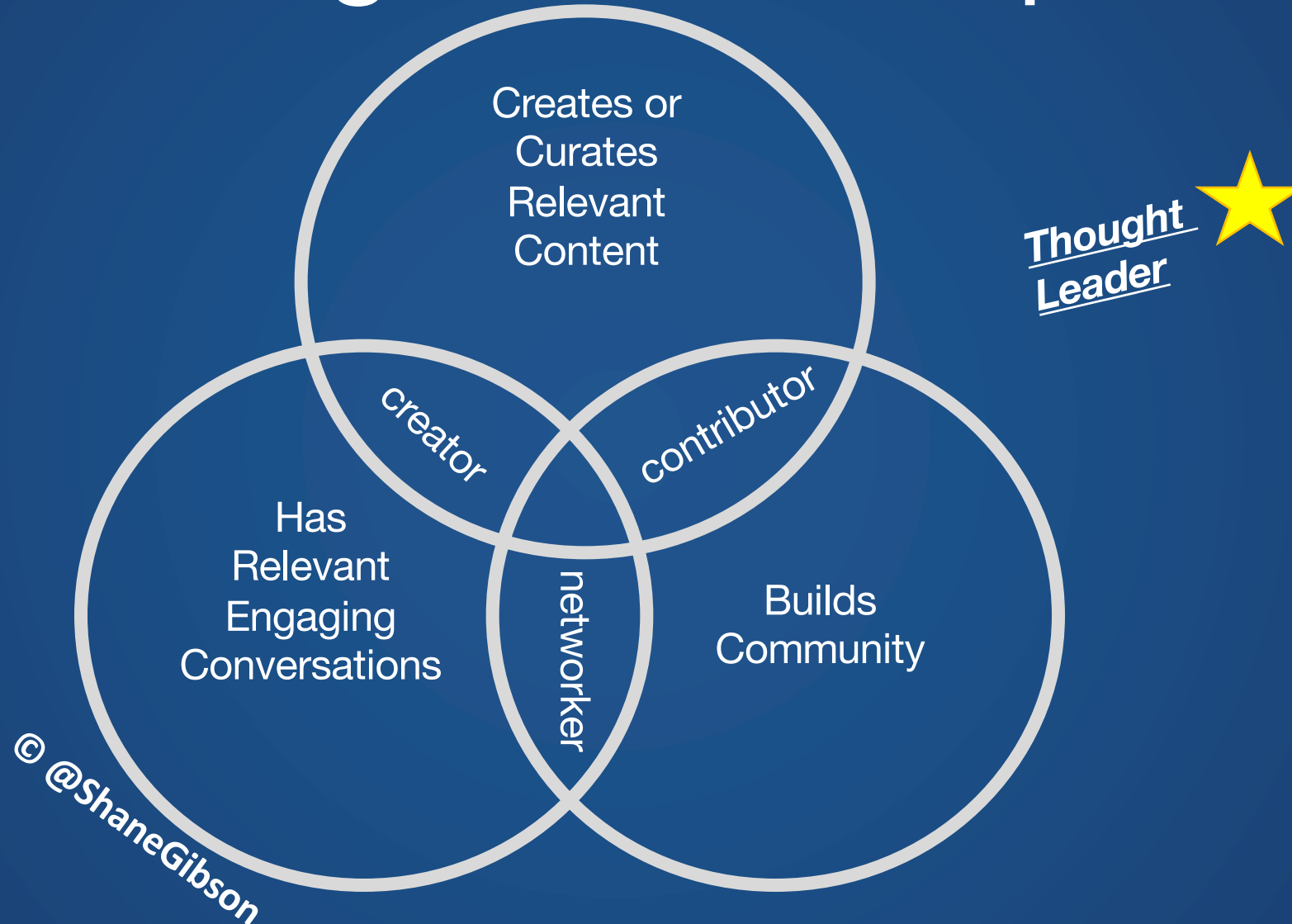


# Social Selling / Prospecting

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.

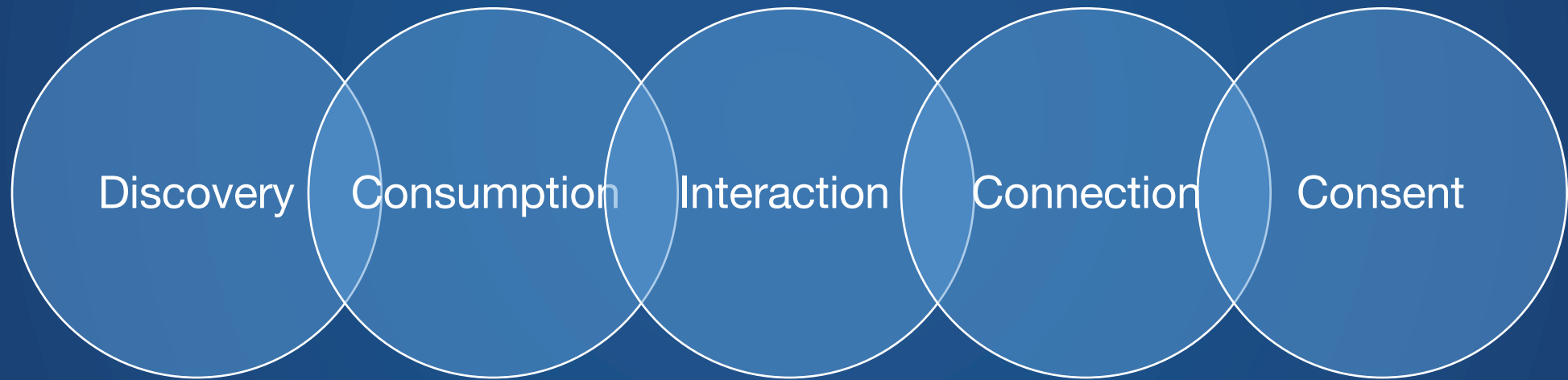
(Kitedesk / A Sales Guy Consulting Inc.)

# Thought Leadership



# The 5 Stages of Consent

## (The Social Sales Funnel)





# Steve Behrische's Social Graph



onressystems.com

© 2017 Shane Gibson

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 ...

Download the slides: [Salesacademy.ca/sbbc](https://Salesacademy.ca/sbbc)

# Being Discoverable

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

# Discovery



Google search results for "kayaking saturna".

**Kayaking Skills Saturna Island** ★  
4.9 ★★★★★ (10) · Canoe & Kayak Tour Age...  
Canoe & kayak tour agency in British Columbia, Canada  
Website

**Saturna Island**  
Island  
52.9 km

Can't find what you are looking for?  
[ADD A MISSING PLACE](#)

**Address:** Saturna Island, BC  
**Hours:** Open today · 9AM–9PM  
**Phone:** (604) 725-8897  
**Province:** British Columbia  
[Suggest an edit](#)

**Know this place?** [Answer quick questions](#)

**Review summary**  
5 ★ ██████████  
4 ★ ████████  
3 ★ ████████  
2 ★ ████████  
1 ★ ████████  
**4.9** ★★★★★  
10 reviews

[Edit your review](#)

[More photos](#)

● V5N, Vancouver, BC - Reported by this computer Use precise location

[Learn more](#)  
[Help](#) [Send feedback](#) [Privacy](#) [Terms](#)

## Google reviews



**Jon Willis**  
1 review

★★★★★ a month ago

My wife, 9-year old daughter and I had a great day on the water with Fred undertaking our basic sea kayaking course. Fred was a great instructor and was responsive to the needs and abilities of each of us. We left feeling well prepared for new adventures around Saturna Island.



**Rachelle Polsom**  
2 reviews · 104 photos

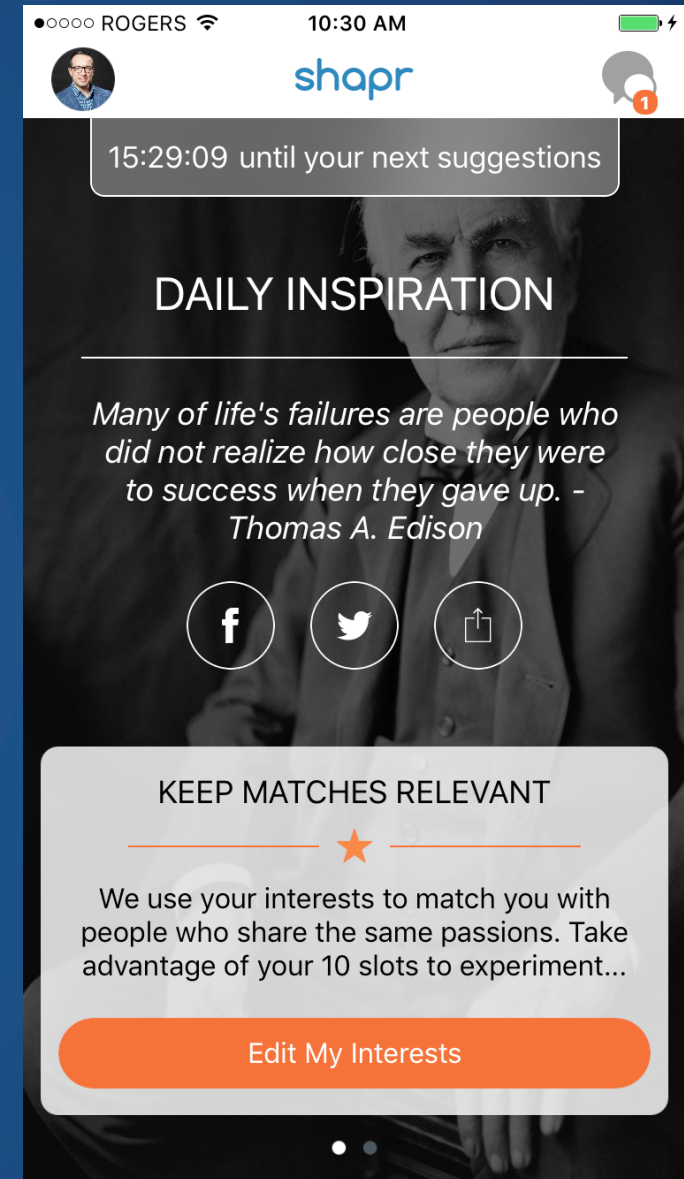
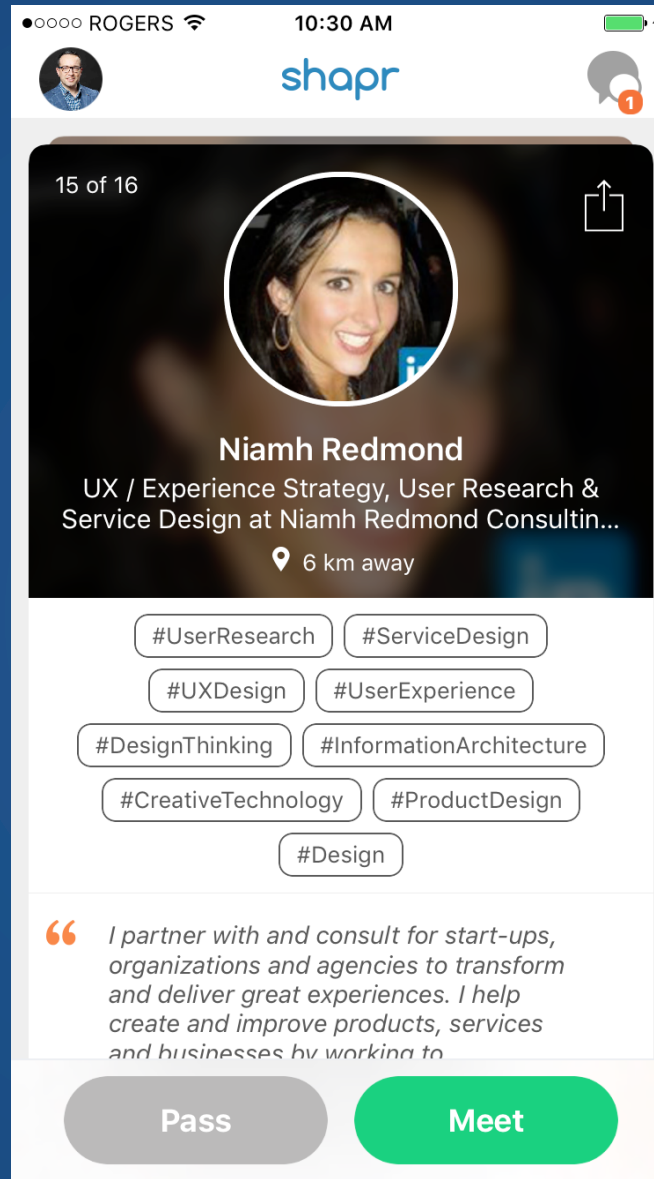
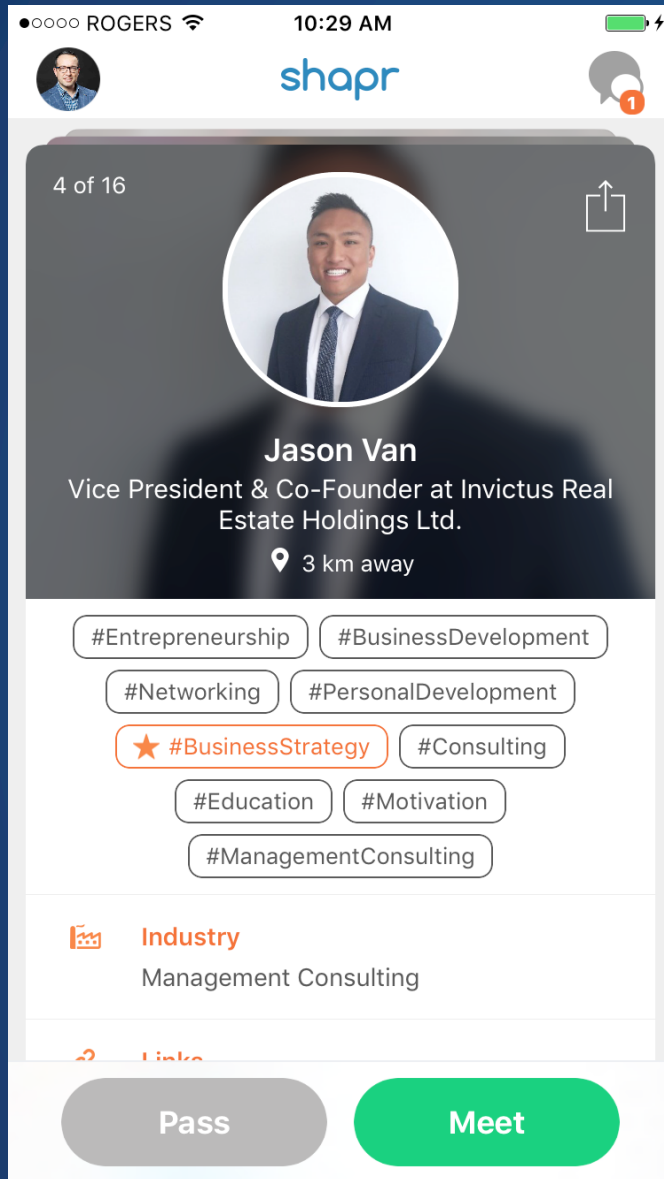
★★★★★ a month ago

I took a second level 2 skills course with this company and loved it! They take you to the most amazing places and it there was so much fresh food everyday. Fred the instructor has decades of experience teaching and is calm and patient with reasonable people. Thank you so much for a great week!!



**Response from the owner** 2 weeks ago

Thanks Rachelle. It was great having had you on the course. See you soon for some rolling!



# 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)

# Curation Ideas

- Twitter Lists and trending #Tags
- Google Alerts for Key words  
([Google.com/Alerts](https://www.google.com/alerts))
- Client content from their social channels
- Industry or regional associations
- CEO Newsletters
- Trending local news
- Voice of customer



pacificyachtbc

Following

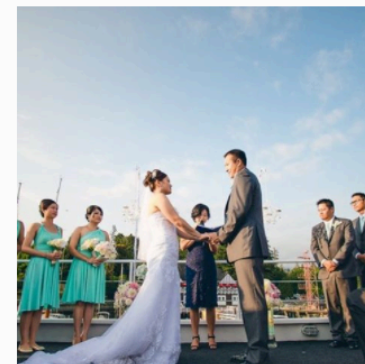
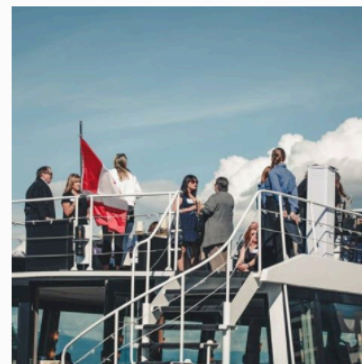
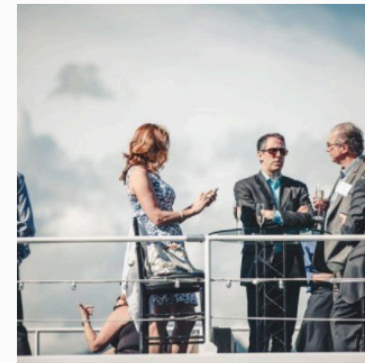


870 posts

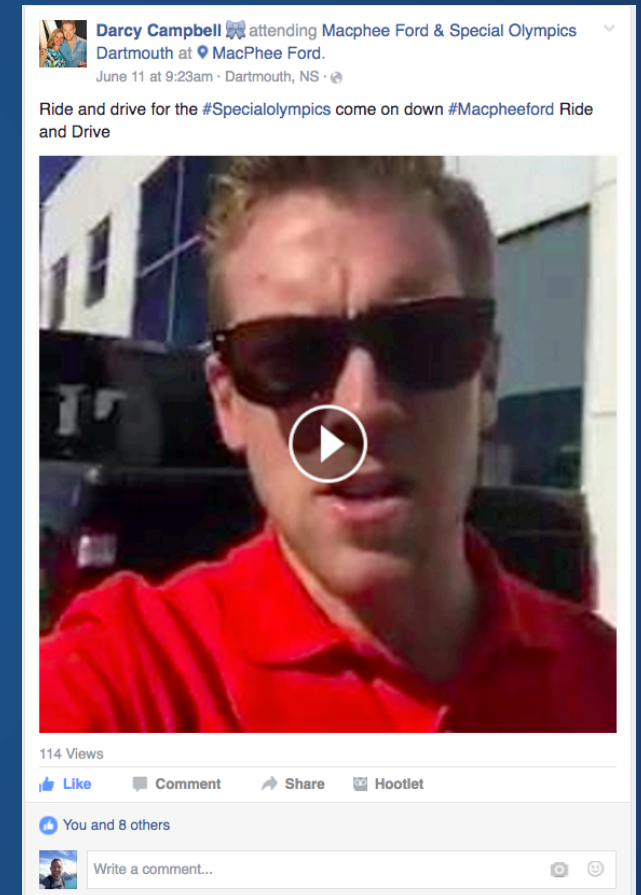
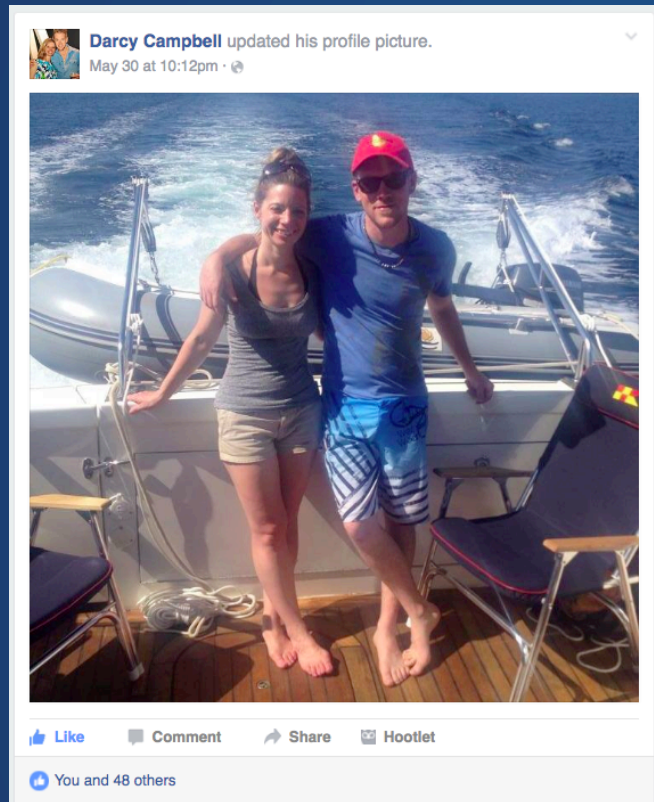
1,020 followers

2,652 following

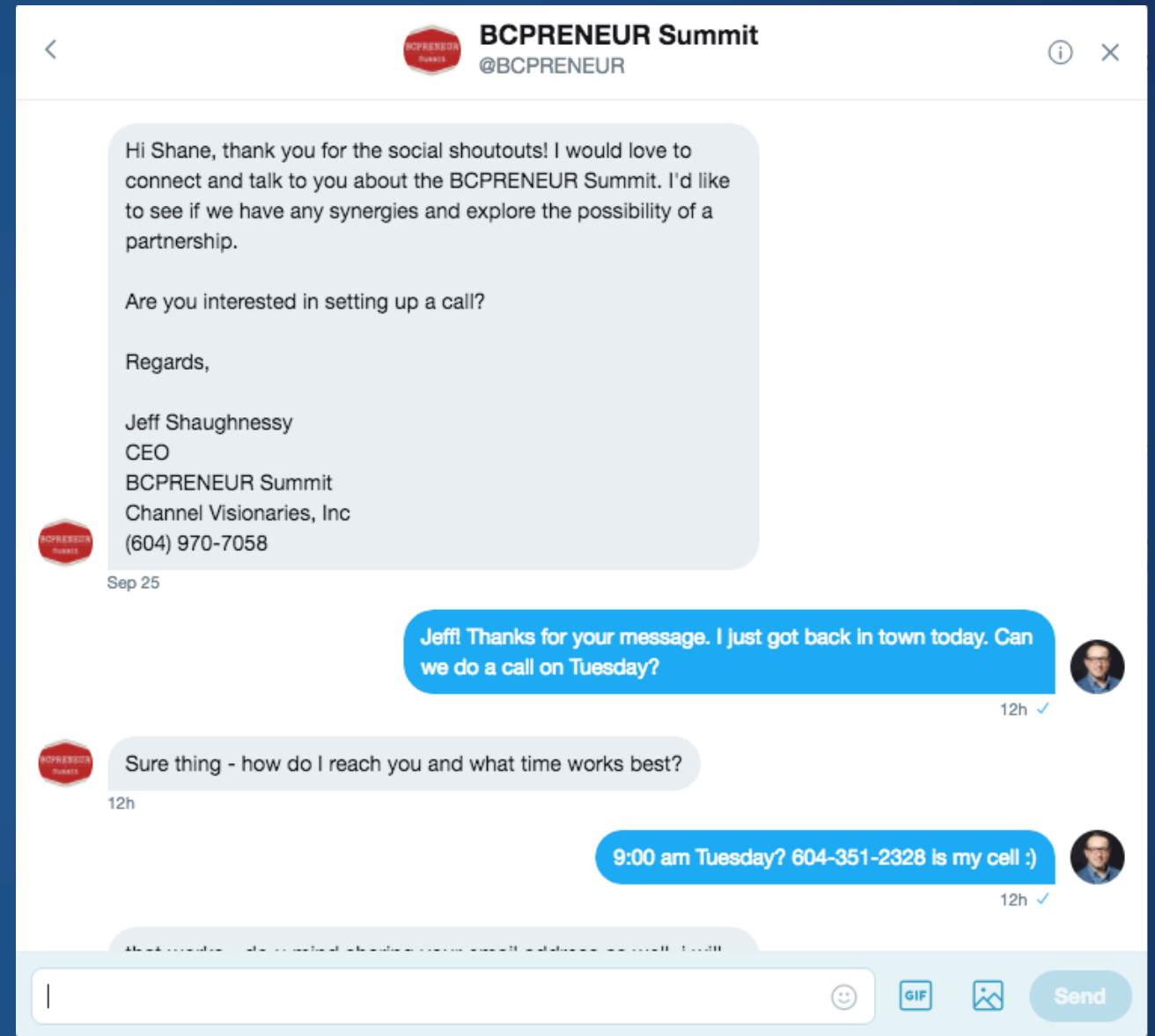
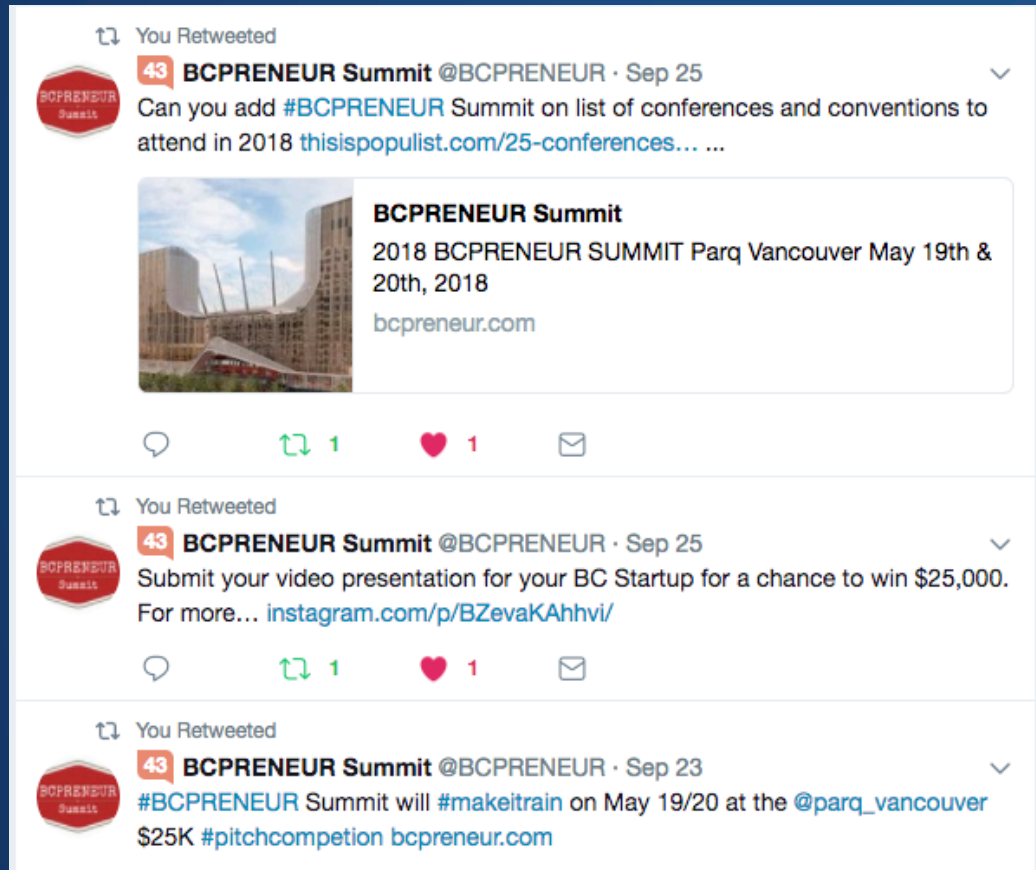
**Pacific Yacht Charters** Experience the elegance of a private yacht with fresh locally sourced West Coast cuisine. All while you sail around Vancouver. Have inquiries? Visit: [pacificyachtcharters.com/faqs](http://pacificyachtcharters.com/faqs)



# From 13 to 25 cars/month



# Conversation



**Brand engagement leads to brand loyalty: Nearly half of all respondents (46.7%) indicated that a personalized response from a brand would strengthen their brand loyalty**

- Conversocial Report: The State of Social Customer Service August 2016

“86% of respondents making over \$150K a year were more likely to be more loyal to a brand that engaged them on social.”

- Conversocial Report: The State of Social Customer Service August 2016

# @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



2 2



2 2

# 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!**

# Collaboration





**SOHO Business Group** was live — with Shane Gibson.

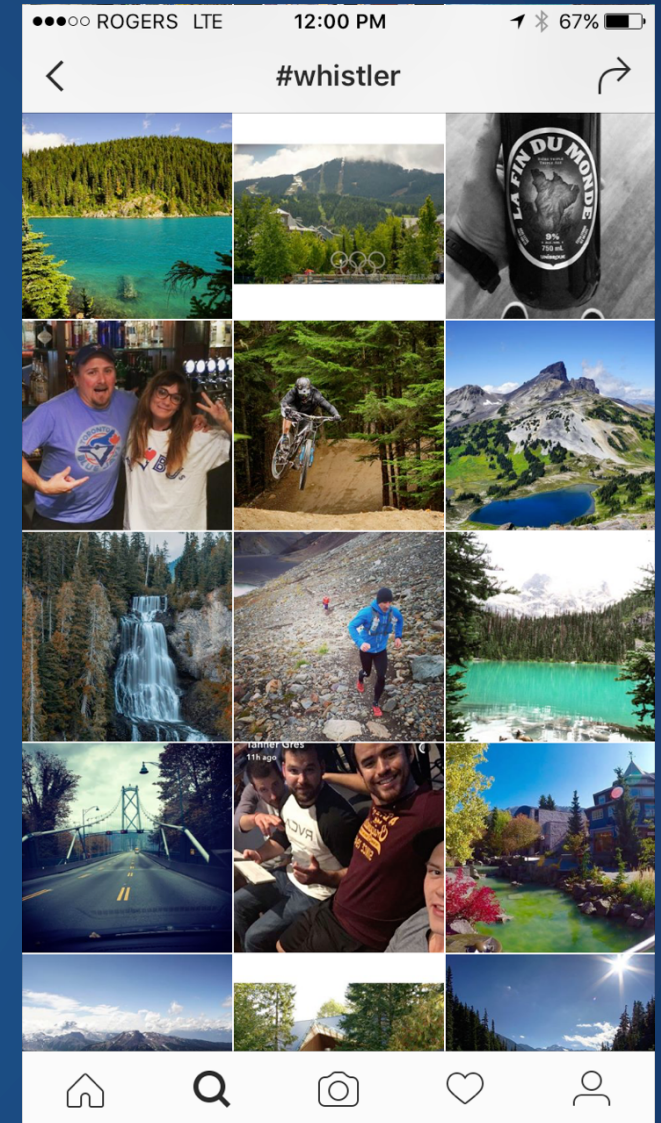
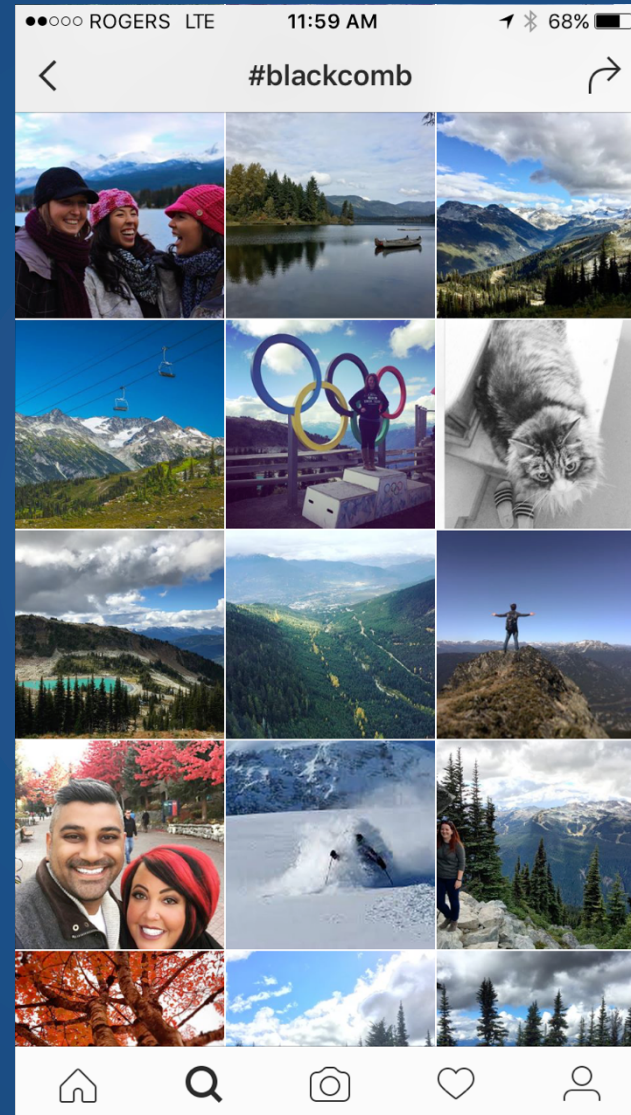
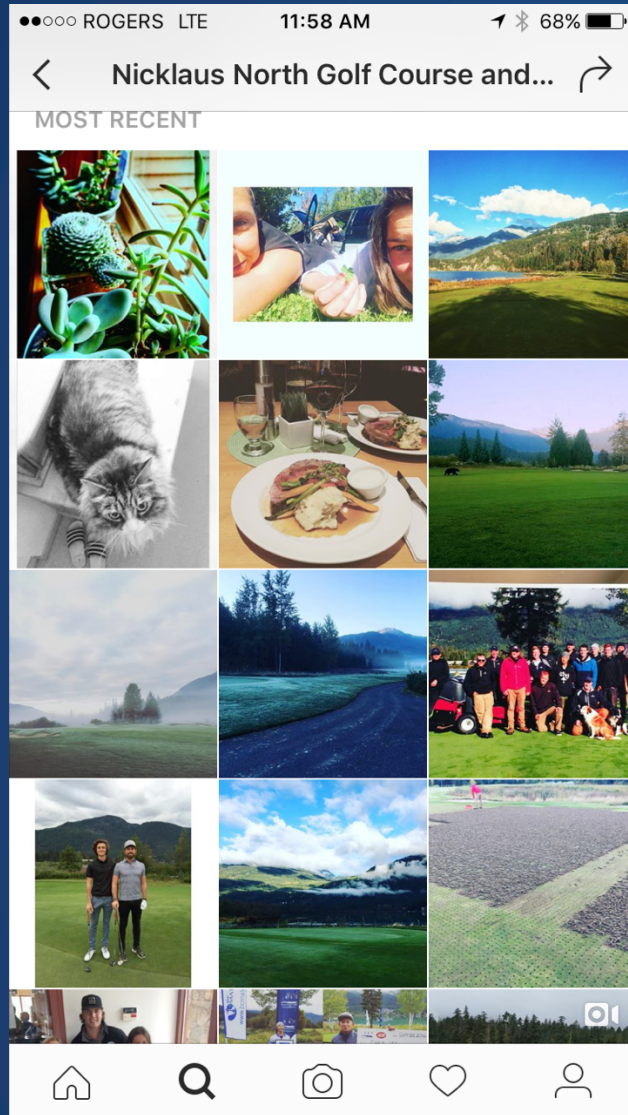
Published by Shane Gibson [?] · October 15 at 1:43pm · ✱

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>



# Stakeholder + Trigger Event Spotting



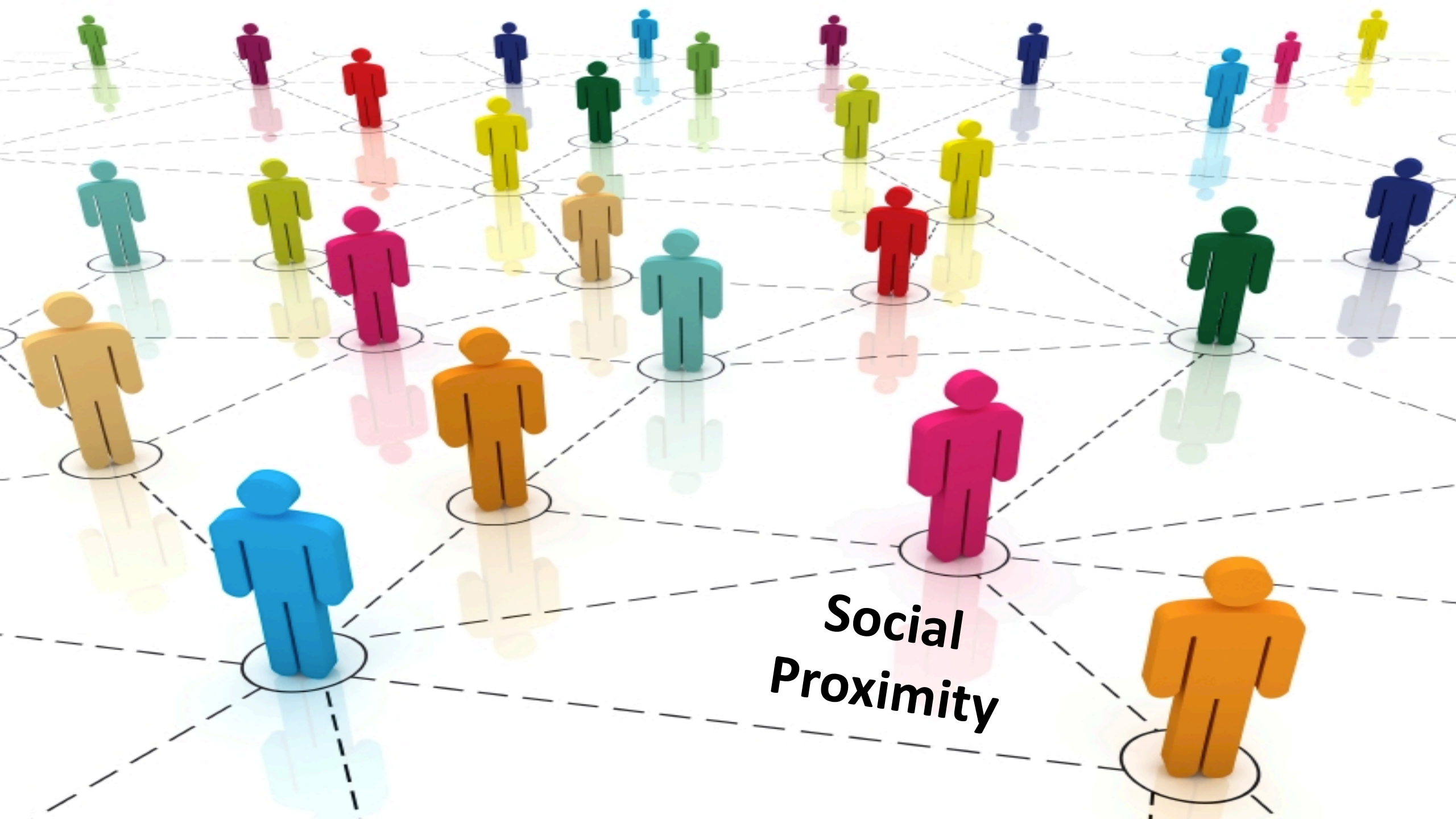


# Twitter Search



# LinkedIn Triggers

- Promotion
- Left their job (who replaced them?)
- Press release from their company
- A recent article they wrote
- An increase in hiring
- A significant work anniversary
- A lot of profile updates



**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



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

# Nimble CRM

The screenshot shows a web browser with multiple tabs open, including Facebook, LinkedIn, and Twitter. The main window displays the Twitter profile of Austin Nairn (@AustinNairn). The profile features a large background 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 sidebar on the right is a CRM overlay showing lead details for Austin Nairn, including contact information, location, and a list of related companies. The CRM overlay also includes a 'Lead Details' section with dropdown menus for Lead Source, Lead Status, and Lead Type.

**Twitter Profile: Austin Nairn (@AustinNairn)**

**Profile Information:**

- Name:** Austin Nairn
- Membership:** Membership Services Manager at North Vancouver Chamber of Commerce
- 2 fields differ on the page**
- Details:** [Details](#)
- Email:** [anairn@boardoftrade.com](mailto:anairn@boardoftrade.com)
- Location:** [Vancouver](#)
- Director, Member Programs at The Vancouver Board of Trade**
- All Bios**
- Last contacted by team 3d ago**

**Statistics:**

- TWEETS:** 1,040
- FOLLOWING:** 1,207
- FOLLOWERS:** 907
- LIKES:** 87

**Tweets:**

- Austin Nairn Retweeted**
- Jill Earchy @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**

**CRM Lead Details:**

- Lead Details**
- Lead Source:** --- Select Lead Source ---
- Lead Status:** --- Select Lead Status ---
- Lead Type:** --- Select Lead Type ---
- Tags:** [facebook:impr...](#) [Facebook...](#)

Group Messages Activities Deals Reports Search Contacts

15

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)

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

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

# 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](mailto:shane@shanegibson.com)