



Driving ROI with Social Selling

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 Success Defined:

social selling success

/s 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

450 530 Million

LinkedIn
Internet • 5,001-10,000 employees • Mountain View, CA
1 connection works here. See all 10,864 employees →
See Jobs Follow 1,884,858 followers

Overview

Jobs
Shane Gibson
Social Media Speaker, Author & Guerrilla Marketing Master Trainer
2 jobs match your skills

Life

About us
Introducing #LinkedInNextWave: the top professionals 35 and under who are transforming the world.
Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 450 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions, Marketing

Recent update
Introducing #LinkedInNextWave: the top professionals 35 and...
[see more](#)

Company photos

Explore company life

Our employees support

1 connection at this company

Shane Gibson 1st PREMIUM
Author - Keynote Sales Speaker - Social Media and Social Selling Trainer
Vancouver, Canada Area | Marketing and Advertising

Current: Guerrilla Social Media Marketing, Professional Sales Certificate Program
Previous: BuildDirect, Socialized! Ltd. Social Media Training, Activation and Intelligence, Knowledge Brokers International
Education: Prince of Wales

Send a message 500+ connections

https://ca.linkedin.com/in/shanegibson Contact Info

Posts 6,595 followers

Published by Shane See more ▶

- You Are Always Training in Professional Sales August 30, 2016
- What defines a successful negotiation? August 17, 2016
- Is Digital and Social Media Distraction Hurting... May 4, 2016

Background

Summary
Shane Gibson is an international speaker, sales trainer, and author on social media marketing, social selling and sales performance. He has spoken to over 100,000 people on stages in North America, Southern Africa, India, Dubai, Malaysia and South America. Shane Gibson is #5 on the Forbes.com list of the Top 30 Social Sales People in the World.
Shane's books include: Socialize! How Social Media is Turning Sales and Marketing Inside Out

Ad
Stay informed on industry news and trends
Shane, keep up with the latest insights from BMO Wealth Management
[Visit Company](#)

People Also Viewed

- Koka Sexton** LinkedIn's original Social Selling expert | Marketing Mastermind | Social Selling Labs
- Jill Rowley** Digital Transformation | Startup Advisor | Affinity Board of Directors | Speaker | Social Selling Evangelist
- Ken Krogue** Founder and President of InsideSales.com
- Jill Konrath** Keynote Speaker | Sales Kickoffs |

~~1.4 Billion~~ 2 Billion

The image shows a Facebook search results page for the query "my friends friends who work for oracle". The page is viewed from the perspective of a user named Shane Gibson. The search results are filtered to show "People". Three profiles are visible:

- 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.

The right-hand side of the page features a "TRENDING" section with several news items:

- 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

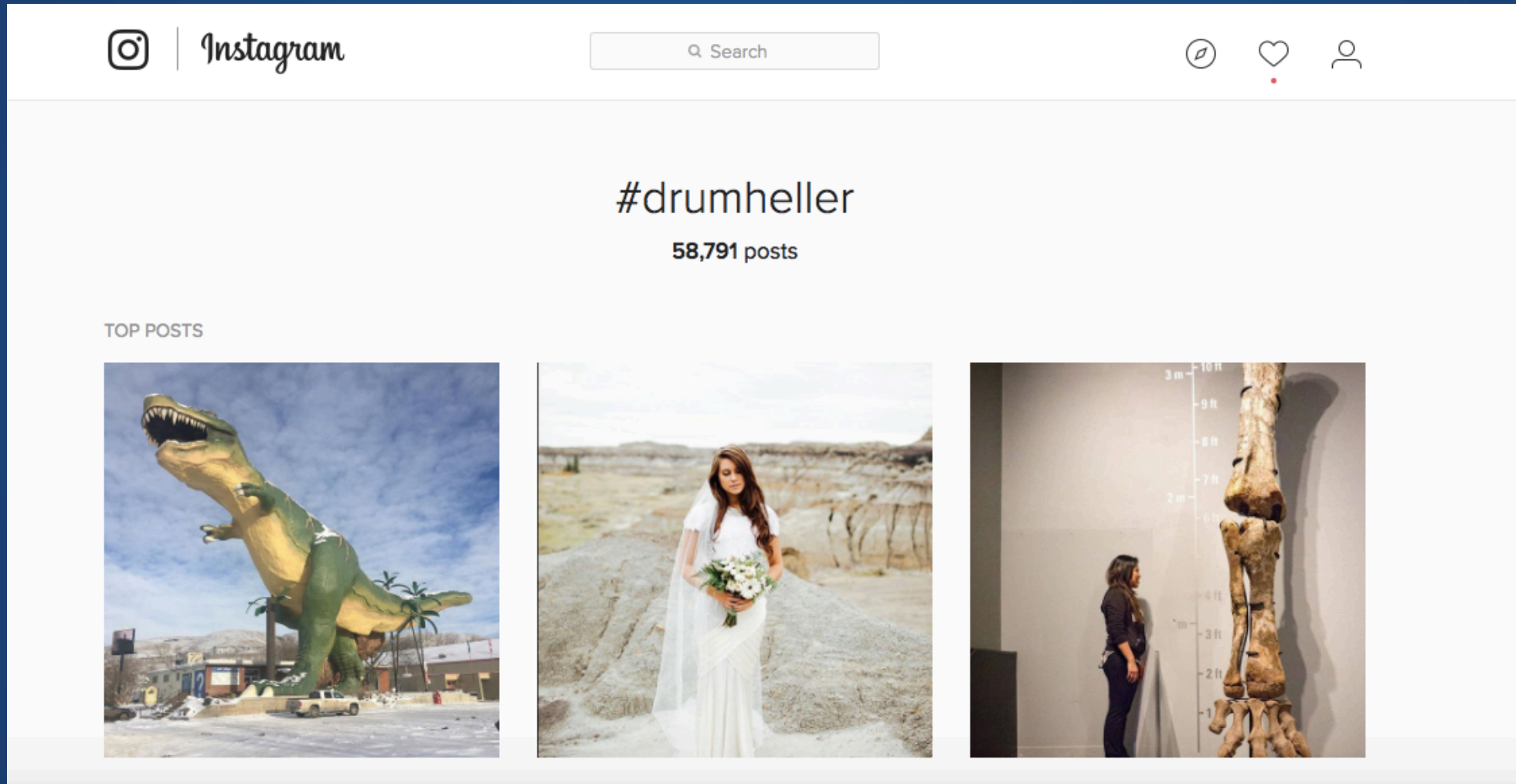
The left-hand side of the page shows the user's navigation menu, including News Feed, Ads Manager, Messages (20+), Events (19), Photos, Browse, Dubas & Company (1), Saved (2), and a list of pages like Sociable!, Knowledge Brokers, and Guerrilla Marketing.

500 million updates/day

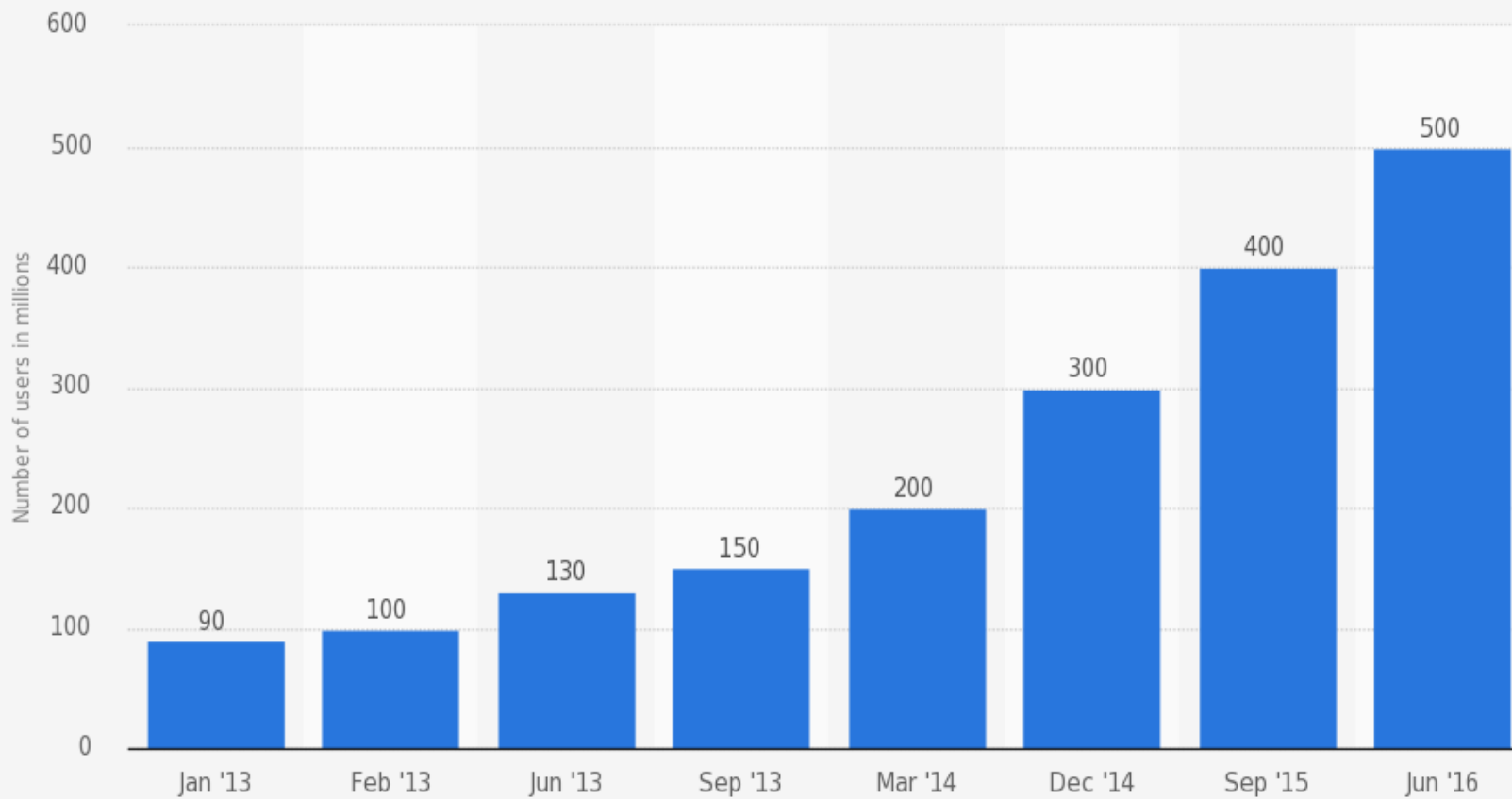
The screenshot shows a Twitter search results page for the query "kayaking near: Vancouver" within a 15-mile radius. The page is divided into several sections:

- Navigation:** Home, Moments, Notifications, Messages, and a search bar with the query "kayaking near: Vancouver" and a "Tweet" button.
- Search filters:** A section with a "Show" link.
- Who to follow:** A list of suggested accounts to follow, including Justin Liew (@Justin_liew), Canoe Island (@FrenchCa...), and Lucas Hall (@thelukanator).
- Vancouver Trends:** A list of trending topics and users, including #NationalHotDogDay, #CompletelyCanadianCrimes, John McCain, #TFCLive, #IMFC, #CFLGameDay, Kevin Hart, Dzemali, Sanchez, and Darian Durant.
- Search Results:** A vertical list of tweets. The first tweet is from @m_safya, saying "Let's go kayaking today" go outside to feel the heat, "on second thought, I gotta catch up on some Greys" #mylife. The second tweet is from James Gifford, replying to others and asking "You can go kayaking a couple blocks from campus here... Send some students for a semester?". The third tweet is from Carolyn B. Heller, asking "A3 Or how about some urban kayaking? #MyVancouver #exploreBC #canadachat @MoonGuides".

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.

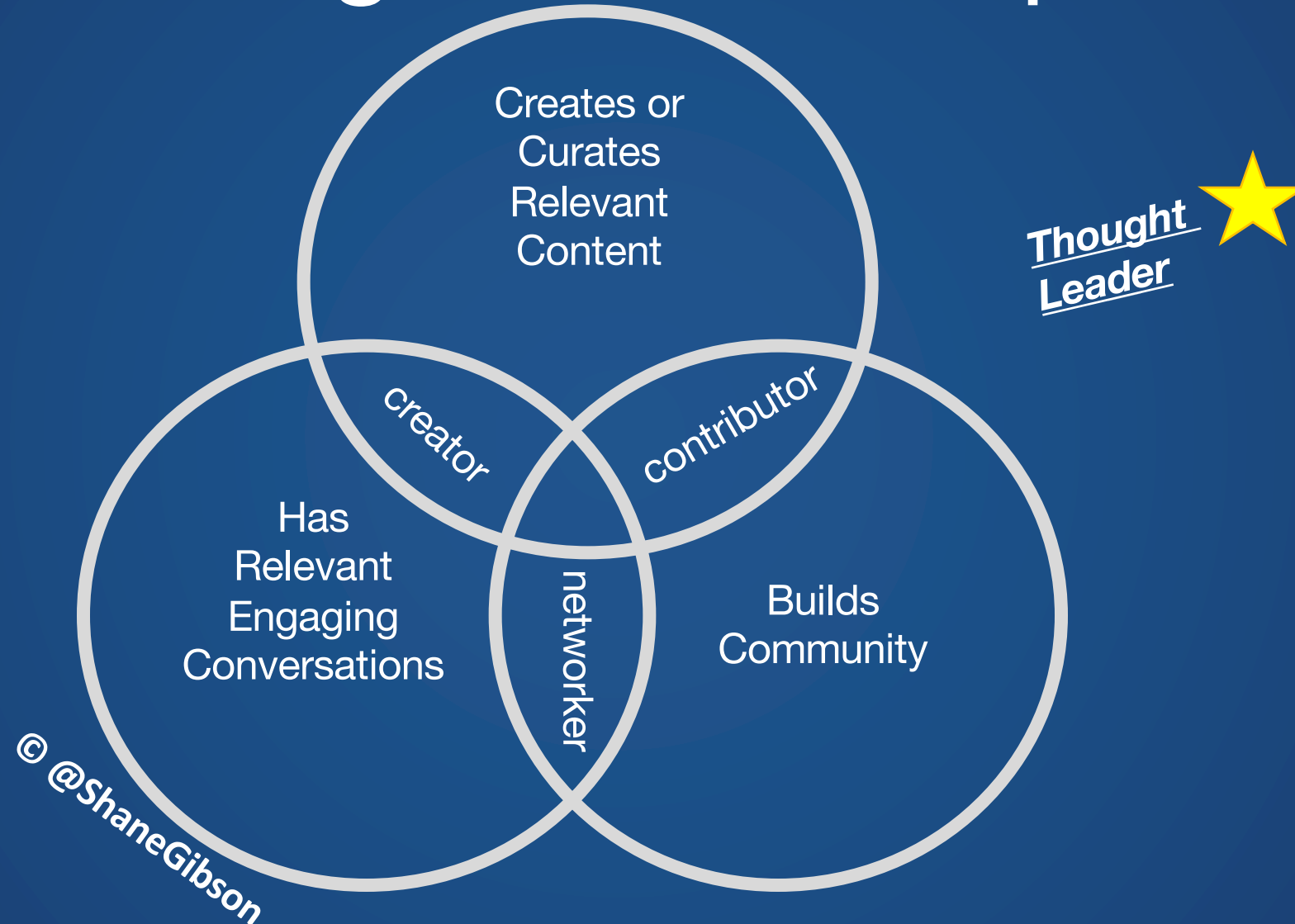
(Kitedesk / A Sales Guy Consulting Inc.)

Social Selling

2017 Study by CPSA and Shane Gibson:

- 86.46% of respondents access social media at least once daily and 90.05% also met or exceeded quota.
- 50% of non-users missed quota last year.
- Those that used it for work 1-3 times a day outperformed non-users and users that used it 5+ times per day.

Thought Leadership

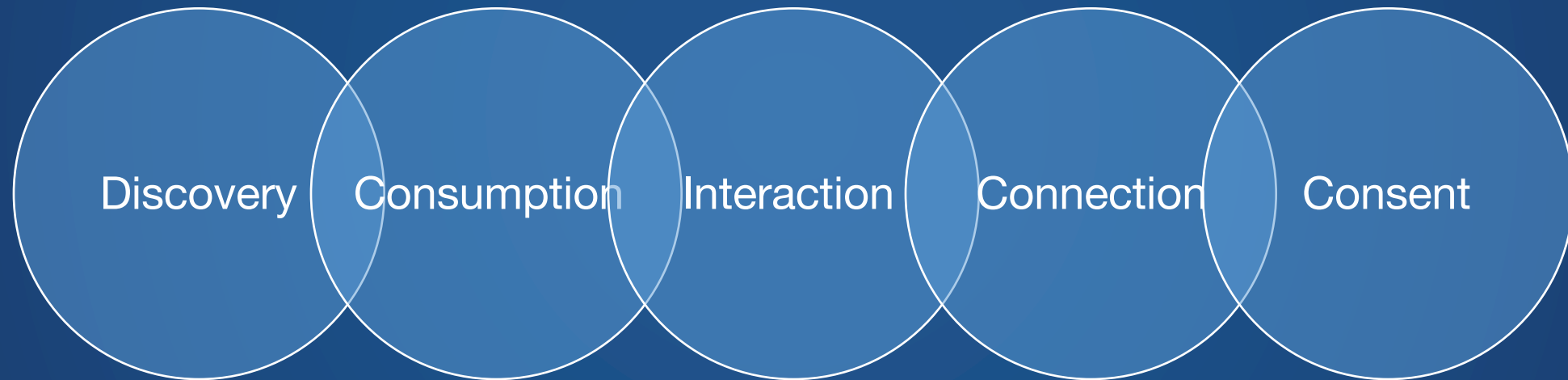


© @ShaneGibson

**Relevant content that speaks
to your specific audience's
dreams and pains – based
upon your real UNIQUE
expertise and perspective.**

The 5 Stages of Consent

(The Social Sales Funnel)





Steve Behrische's Social Graph



onressystems.com

© 2017 Shane Gibson

Salesacademy.ca/TECWPG

A screenshot of a Google search for "steve behrisch". The search bar at the top shows the query and a search icon. Below the search bar are navigation tabs for "Web", "Images", "News", "Videos", "Maps", "More", and "Search tools". The search results indicate "About 3,410 results (0.40 seconds)".

The first result is for Steve Behrisch on LinkedIn, with the URL <https://ca.linkedin.com/in/stevebehrisch>. The snippet reads: "View Steve Behrisch's (Canada) professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Steve Behrisch ...".

The second result is for Steve Behrisch (@stevebehrisch) on Twitter, with the URL <https://twitter.com/stevebehrisch>. The snippet reads: "The latest Tweets from Steve Behrisch (@stevebehrisch). Global nomad - entrepreneur - President, OnRes Systems: online reservation system specialists - GDS ...".

Below these are "Images for steve behrisch" with a "Report images" link. A row of six small image thumbnails is shown, including a portrait of Steve Behrisch wearing sunglasses.

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

Then "Steve Behrisch - YouTube" with the URL <https://www.youtube.com/user/stevebehrisch>. The snippet reads: "TV Queue. __count__/_total__. Steve Behrisch. SubscribeSubscribedUnsubscribe 4. Subscription preferences. Loading... Loading... Working... Steve Behrisch ...".

Then "Steve Behrisch (@stevebehrisch) • Instagram photos and ..." with the URL <https://instagram.com/stevebehrisch/>. The snippet reads: "See Instagram photos and videos from Steve Behrisch (@stevebehrisch)".

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

Being Discoverable

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

Discovery

Best B&b in Camrose, AB, Canada

Find B&b Near Camrose, Alberta

Restaurants Nightlife Home Services Write a Review Events Talk

1. **Ferintosh Manor Bed & Breakfast**
213 Adam Avenue
Ferintosh, AB T0B 1M0
Canada
(780) 877-2645
Bed & Breakfast
2 reviews
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
Ad 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

62 Tool Shed Brewing Co @ToolShedBeer · 23h
Gotta love the #grt2017 @GRTConference for being a regional expo that shows off local!!!! #WereAmongstFriends @villagebrewery

(bed and ...
Phillips. Email: skipsca

akfast ...
and mark in Ponoka's Battle

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](#)

Nurtured Leads

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

– Annuitas Group

According to Forrester Research, companies that excel at lead nurturing generate 50% more sales leads at 33% lower cost per lead.

- DemandGen Report

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

GUERRILLA SOCIAL MEDIA MARKETING CALENDAR

Team Member:

Month:

Market(s):

Overall Theme & Goals for the Month:

Tool / Media	Week 1	✓	Week 2	✓	Week 3	✓	Week 4	✓
Blog								
Twitter								
Facebook								
LinkedIn								
Video								
Audio Podcast								
Flickr								
Listening tools and terms								
Event (Meetup, LinkedIn, Facebook etc.)								



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>



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

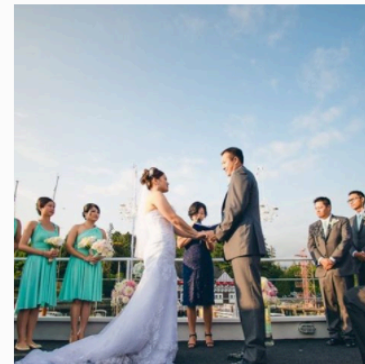
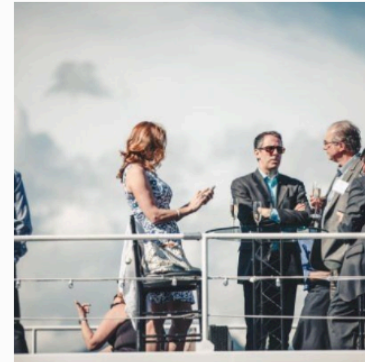




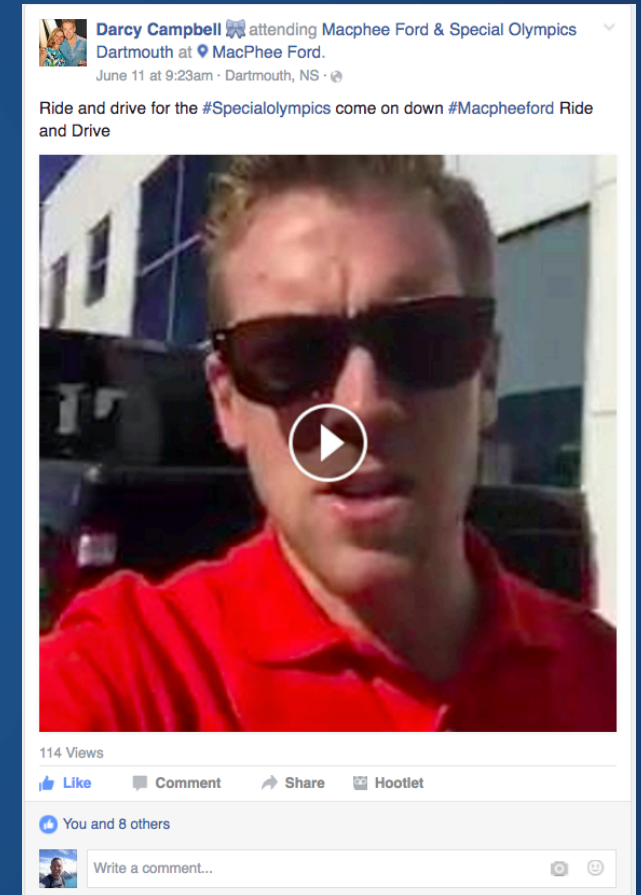
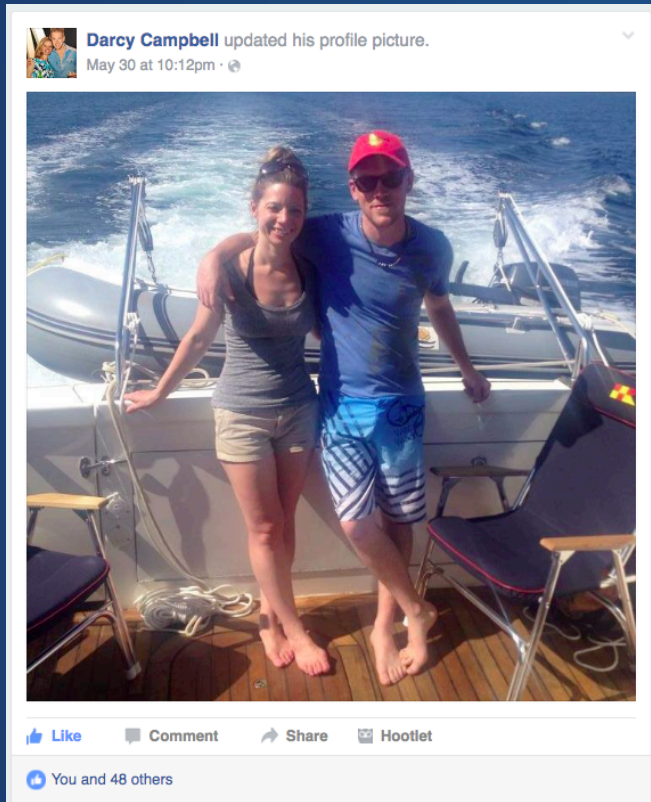
pacifyachtbc Following ▾ ...

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: pacifyachtcharters.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 ▾

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



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?



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

 **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/)



← 2 ❤️ 2

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



← 2 ❤️ 2

Collaboration

1 Koka Sexton
Senior Social Media Manager Marketing
LinkedIn
kokasexton

2 Ken Krogue
President and Founder
inside|sales
kenkrogue

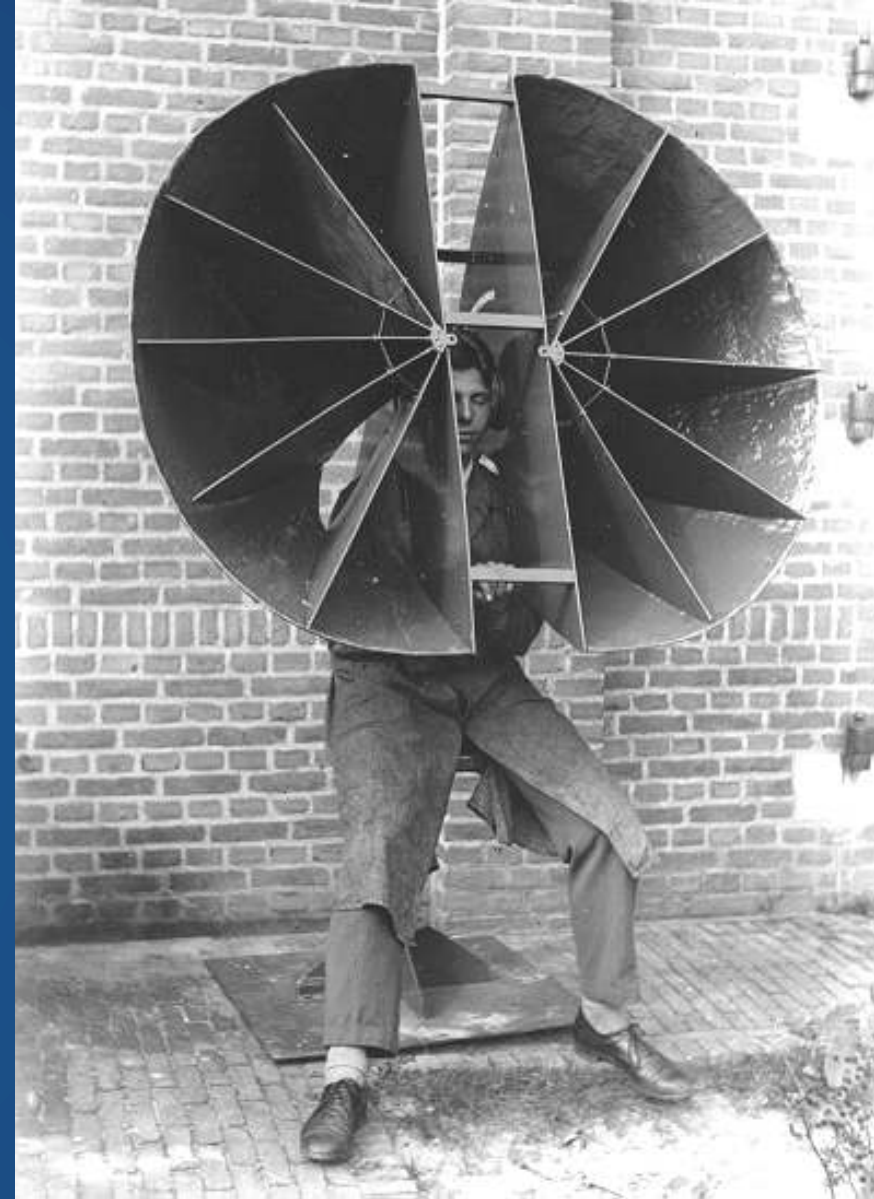
3 Jill Rowley
Founder and Chief Evangelist
JILL ROWLEY
jill_rowley

4 Neal Schaffer
Social Media Author, Keynote Speaker, Principal and Consultant
Maximize Your Social
NealSchaffer

5 Shane Gibson
Author, Sales Trainer, BuildDirect
Cofounder, Professional Sales Certificate Program
shanegibson

TOP 30 Social Sales INFLUENCERS

Listening

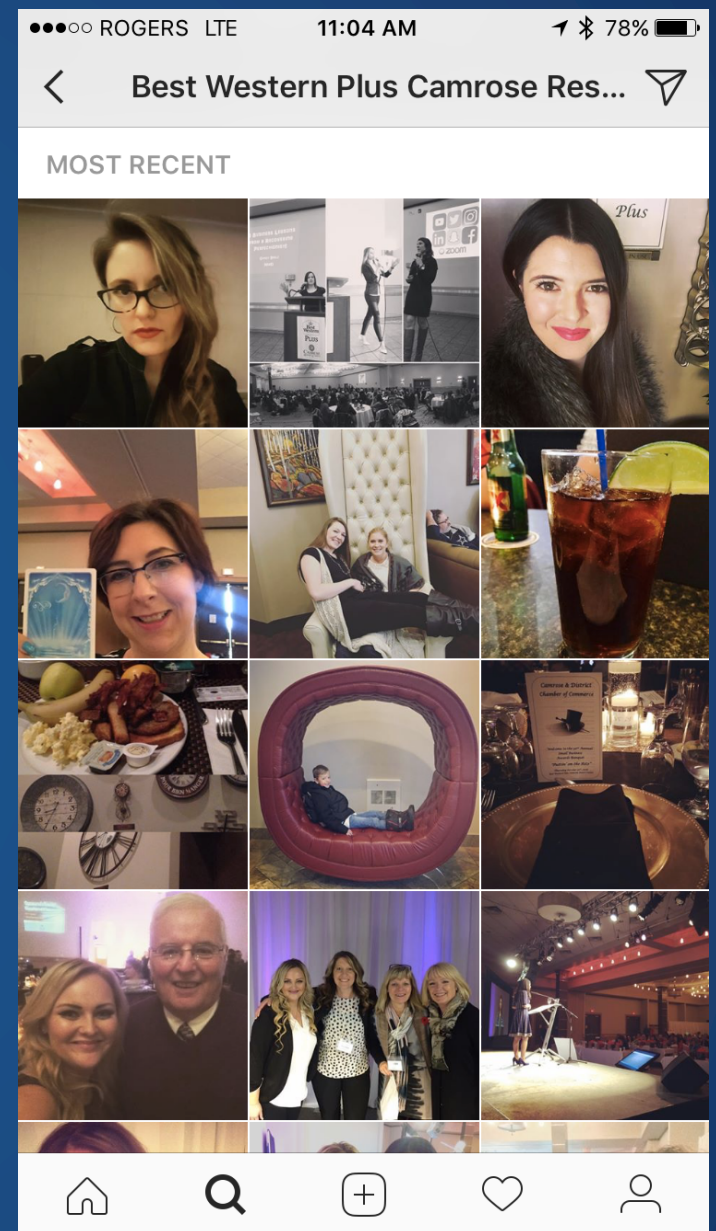
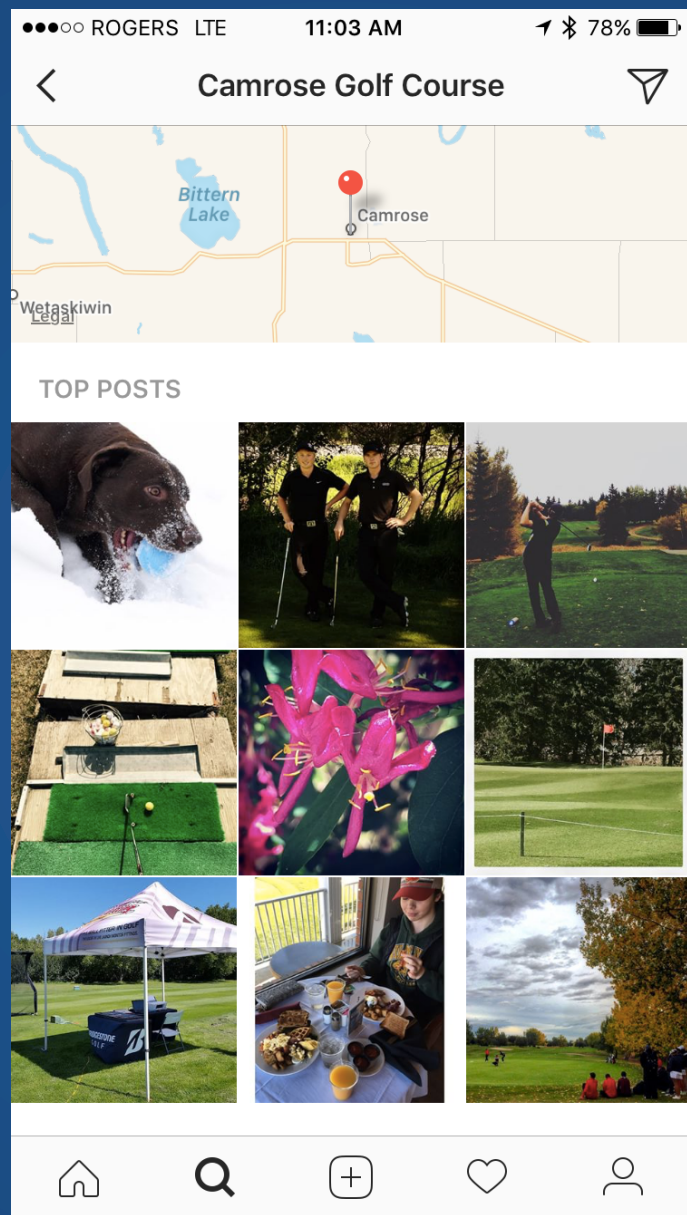
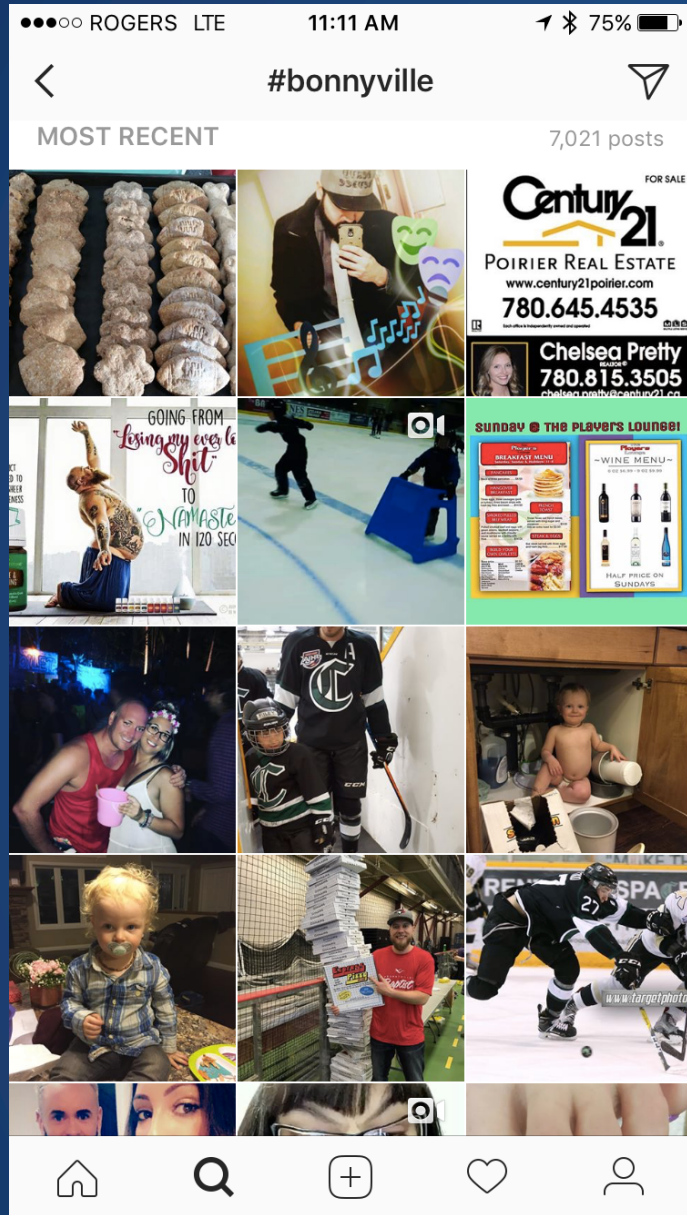


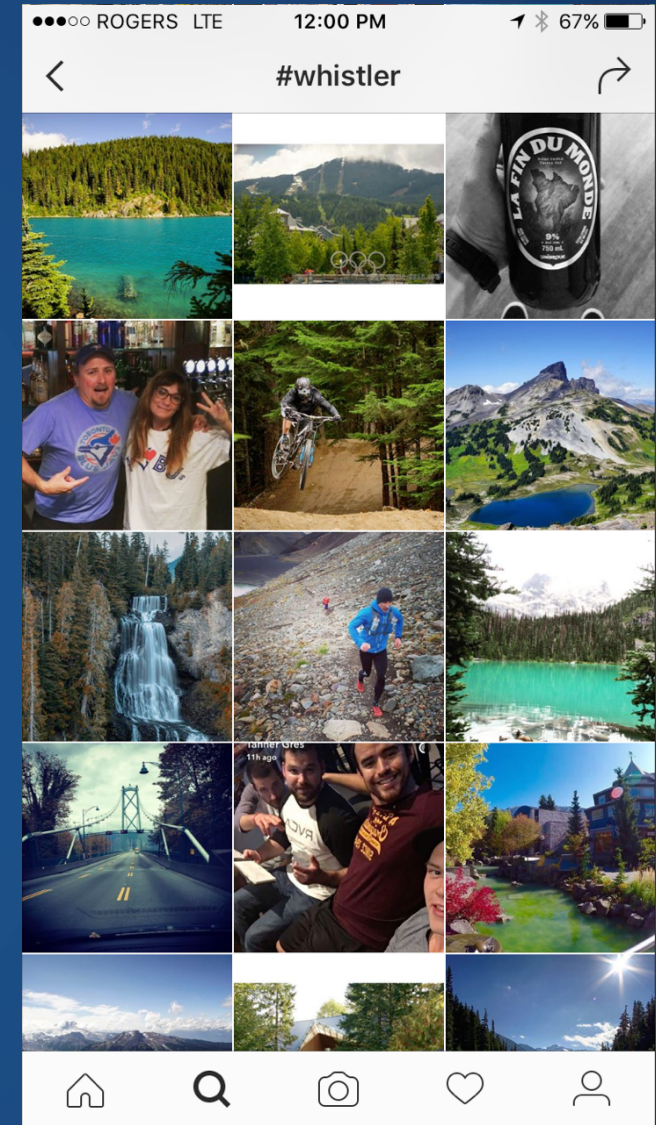
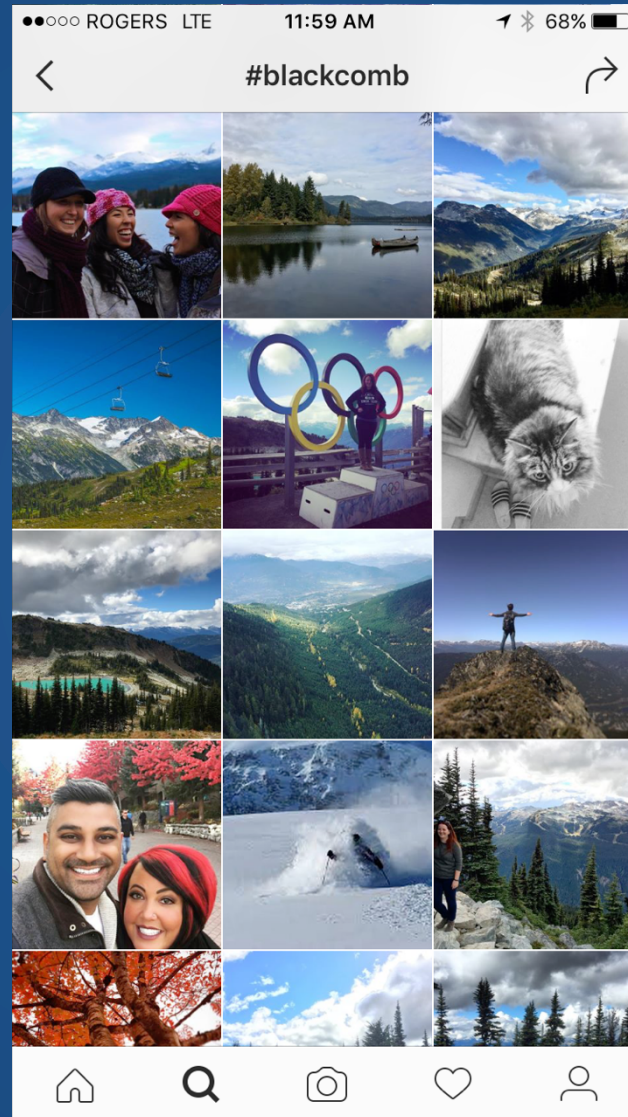
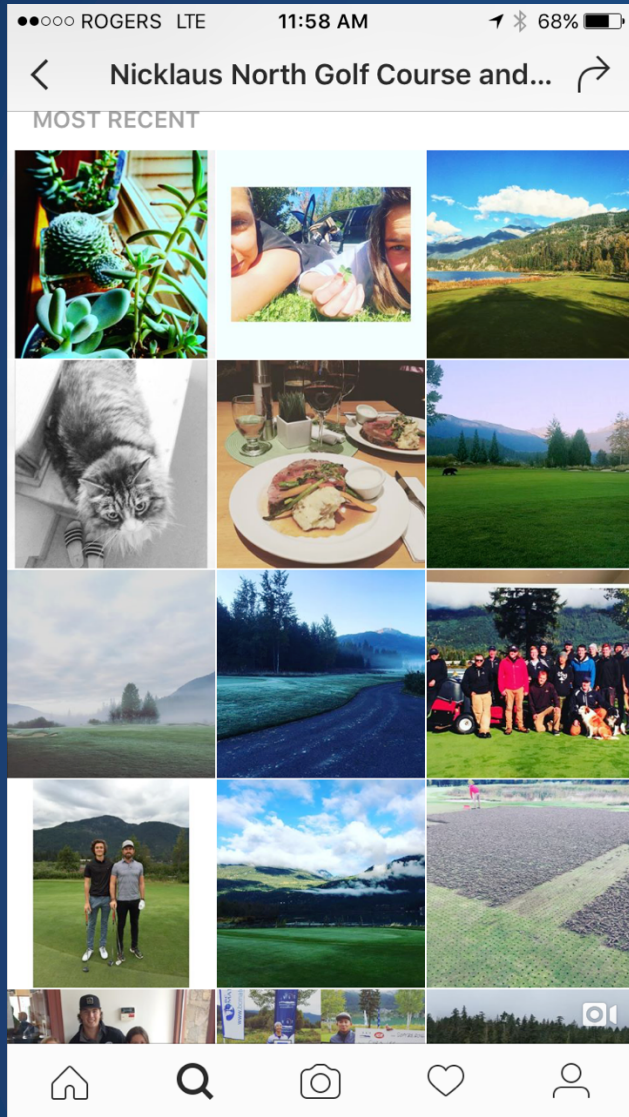
Business Intelligence

- [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 interface with the search term "Ponoka Stampede". The top navigation bar includes Home, Moments, Notifications, Messages, and a search icon. The search results are displayed in a list format. The first tweet is from Gary/Janice Gorst (@ggorstchuck), dated July 7, 2016, with 35 retweets. The tweet text is "Huge thank you to WPW for sponsoring at the Ponoka Stampede!". The image shows a white banner with "WPW Pipeline and Facility Construction" and "DRIVER GARY GORST". A handwritten note is overlaid on the image: "There is something about the outside of a HORSE that is good for side of a MAN". The user's profile card shows 317 tweets, 191 following, and 697 followers. The second tweet is from Medcor (@Medcor), dated July 6, 2016, with 37 retweets. The text is "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 third tweet is from Philip Seeger (@PhilipSeeger), dated July 6, 2016, with 17 retweets. The text is "Congrats to Jacobs Crawley on winning the 80th Ponoka Stampede Saddle Bronc Showdown!! #Champion #SponsoredRider... 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

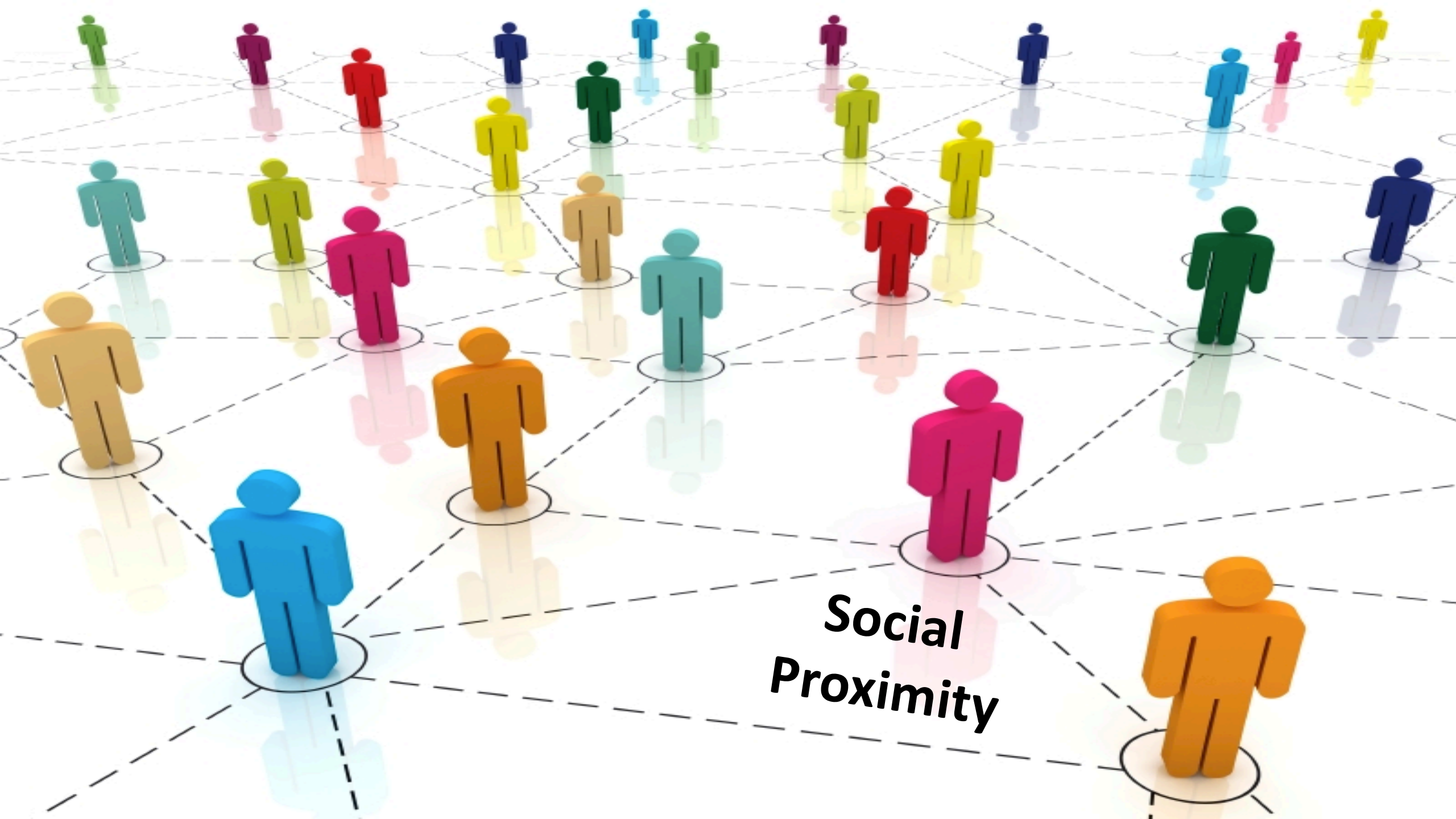
Congratulations Jacobs Crawley on a much deserved win at the 80th Ponoka Stampede! Your hard... [instagram.com/p/BHiZWUqg6EY/](https://www.instagram.com/p/BHiZWUqg6EY/)

Philip Seeger @PhilipSeeger · 6 Jul 2016

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

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



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

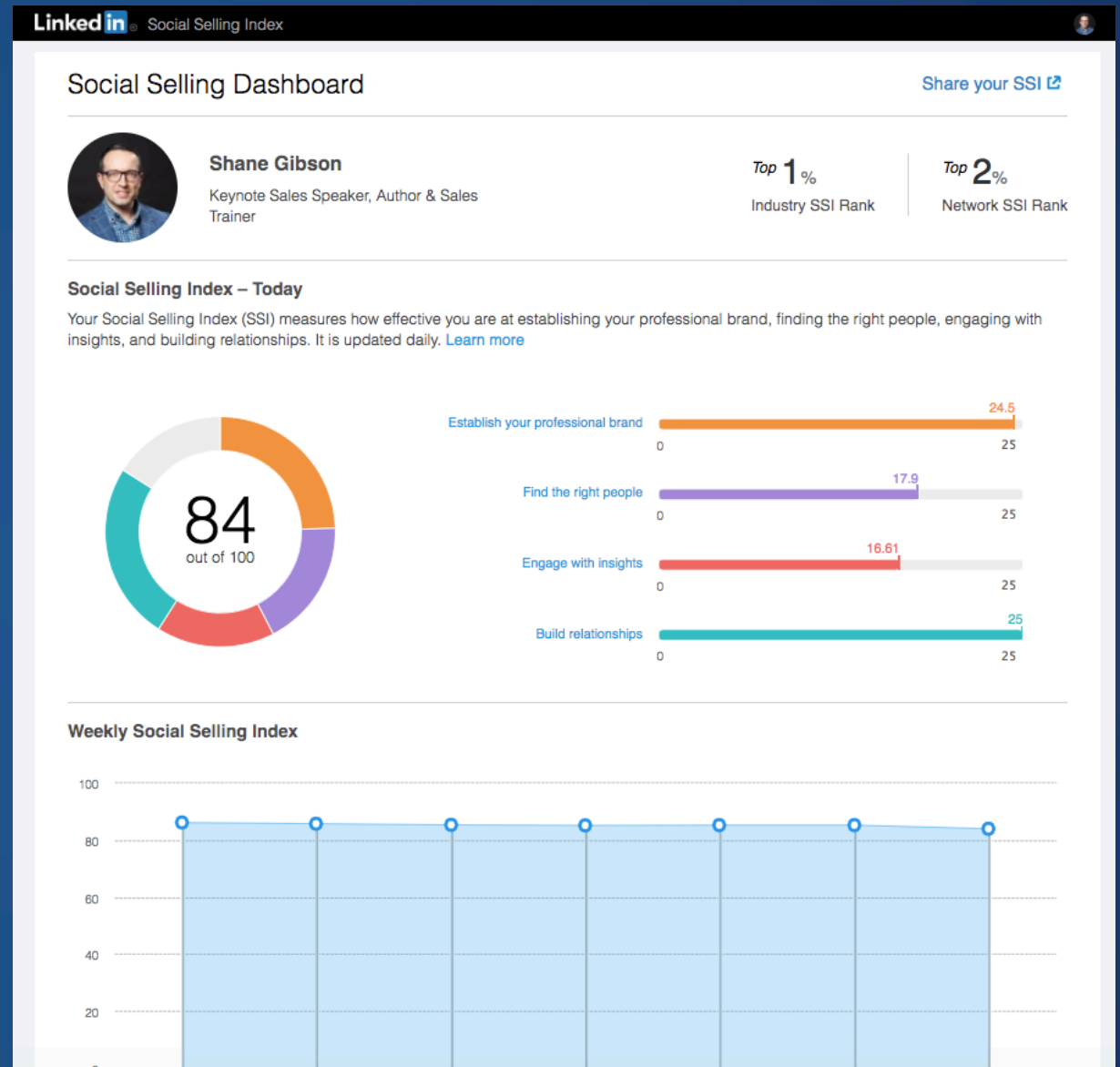


Add Friend

SPONSORED

Create Ad

A 12-point LinkedIn profile checklist



Incomplete Profile = Networking like this guy:



1) Title



Search for people, jobs, companies, and more...



Advanced

999+

2



Home

Profile

Network

Jobs

Interests

Business Services

Upgrade

BC HRMA - New Vision Plan - Free glasses + discounts on eyewear at no cost to the employer. Learn more. | [Read More »](#)



Jon Ferrara

1st

Pioneer & creator of CRM solutions, CEO - Nimble.com,
Founder of GoldMine.

Greater Los Angeles Area | Computer Software

Current Nimble LLC
Previous Casentino Partners, GoldMine Software Corporation,
FrontRange Solutions
Education Santa Monica College

Send a message

500+
connections

★ Relationship

Contact Info

Last Conversation 23 days ago

Background



Summary

Jon Ferrara, has been recognized for pioneering innovation in the customer management category. Prior to founding Nimble, LLC. Ferrara was the creator and co-founder of the award winning customer management product GoldMine. In 1999, Goldmine got acquired by FrontRange and Ferrara left to pursue other interests. During those years, Ferrara continued to watch the CRM market. He saw that most of the CRM products that were serving small businesses moved up market (and became more costly and complex) or fell by the way side, leaving the market underserved. It was at this point that he decided to create the next generation CRM product for small businesses, Nimble.

Specialties: Entrepreneurship and Product Innovation

People Similar to Jon



Eric Quanstrom 2nd

CMO / VP, Marketing & Sales @Nimble- Sm...
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Apply to Worldwide Who's Who
and expand your online
networking.

People Also Viewed



Eric Quanstrom
CMO / VP, Marketing & Sales
@Nimble- Smarter Relationship

2) Complete Summary

Background



Summary

Jon Ferrara, has been recognized for pioneering innovation in the customer management category. Prior to founding Nimble, LLC. Ferrara was the creator and co-founder of the award winning customer management product GoldMine. In 1999, Goldmine got acquired by FrontRange and Ferrara left to pursue other interests. During those years, Ferrara continued to watch the CRM market. He saw that most of the CRM products that were serving small businesses moved up market (and became more costly and complex) or fell by the way side, leaving the market underserved. It was at this point that he decided to create the next generation CRM product for small businesses, Nimble.

Specialties:- Entrepreneurship and Product Innovation

- Brand and Identity Development
- Marketing and Sales Strategy
- Managing Global 350+ persons Corporations



Own a Small Business?

Get email, documents & more with Google Apps for Business. Free Trial.



Are You A Business Owner?

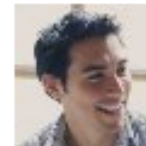
Apply to Worldwide Who's Who and expand your online networking.

People Also Viewed



Eric Quanstrom

CMO / VP, Marketing & Sales
@Nimble- Smarter Relationship Management. Nimble transforms who you know into how you grow!



Gilles Marchand

Chief Operating Officer at Bridg



Jill Rowley

Social Selling Evangelist ** Modern Marketing Expert ** Keynote Speaker ** Workshop Leader ** Change Agent



Koka Sexton

3) Positions Connected to Company Pages

Experience

+ Add position



Sales Trainer



BuildDirect

BuildDirect



February 2014 –

Click to edit this position

Vancouver, Canada Area



Sales trainer for Builddirect, responsible for designing and delivering the Builddirect sales training system for new and existing sales team members and key account managers. Also responsible for developing and implementing the on-going sales coaching program. My personal goal - for Builddirect to be recognized as a leader in sales and service excellence in the building supply & home improvement industry.



About Builddirect:

BuildDirect is the world's largest online supplier of home improvement products dedicated to being

Background



Experience

[+ Add a position](#) |

Company Name *

BuildDirect [Change Company](#) [Edit Display Name](#)

Title *

Location

Time Period *

– Present

I currently work here

Description

Sales trainer for Builddirect, responsible for designing and delivering the Builddirect sales training system for new and existing sales team members and key account managers. Also responsible for developing and implementing the on-going sales coaching program. My personal goal - for Builddirect to be recognized as a leader in sales and service excellence in the building supply & home improvement industry.

You can also add



Patents



Volunteering

4) Outcome Based Position Descriptions



Experience

Sales Keynote Speaker | Sales Kickoffs | Game-changing Strategies

JILL KONRATH

September 2002 – Present (14 years 3 months) | White Bear Lake, MN

I provide kick-butt (but fun) sales keynotes and sales workshops to help salespeople:


- Accelerate their sales;
- Get more prospects in pipeline;
- Create opportunities out of thin air;
- Differentiate from competitors; and
- Get up to speed quickly when things change.

My workshops are based on my three bestselling books: Agile Selling, SNAP Selling and Selling to Big Companies. For more info on hiring me to speak at your sales meeting or train your sales force, visit:

<http://www.jillkonrath.com>

JILL KONRATH
Fresh Sales Strategies

5) Fully Complete Work History



Jon Holtby 1st PREMIUM

Senior Sales Specialist - Systems Services at IBM

Vancouver, British Columbia, Canada | Information Technology and Services

Current IBM Global Technology Services
 Previous IBM Canada Ltd., SIGO Services, DTM Systems Corp.
 Education Simon Fraser University


500+
connections

[Send a message](#)

<https://ca.linkedin.com/in/jonholtby> Contact Info

Background

Experience

Senior Sales Specialist - Systems Services 


IBM Global Technology Services

April 2016 – Present (8 months) | British Columbia, Canada


I work with IT leaders in British Columbia to deliver top-tier service levels, to significantly reduce operating costs, and to retain their best talent.

Our next-generation data center strategy answers the need for a simpler, adaptive infrastructure, able to respond to disruptive change, melt technology silos and integrate legacy and new architectures in a single, manageable ecosystem. It is a software defined, hybrid cloud environment in which server, storage, network, facilities, and cloud resources are automatically provisioned and configured by software programmed to understand and adapt decisions to the requirements of each workload in real time.


It doesn't matter what technologies or cloud architectures you have invested in to date, we can use those to help you on the journey towards your next generation of IT service delivery.



Infographic - Next Generation Data Centre



How it Works: Dynamic Automation for IT

Services Client Representative, Global Technology Services 



IBM Canada Ltd.

February 2014 – April 2016 (2 years 3 months) | British Columbia, Canada

Leading organizations know how to use efficient technologies strategically in order to succeed in a rapidly-evolving world. IBM helps businesses around the world to engage with their customers, employees, and partners in order to deliver amazing experiences. We use Cloud, Analytics, Mobility, and Social, all in a Secure manner, in order to help you to achieve your desired results on what is rapidly becoming our Smarter Planet.

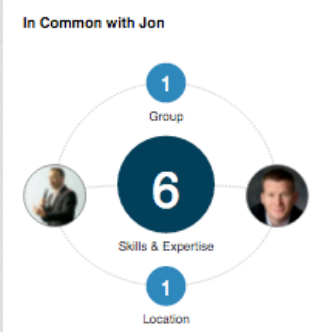
Ad

Get your opportunity discovered by the best candidates with Alongside








The Perfect Hire is closer than you think!

[Schedule Demo](#)



People Similar to Jon

Sarah Hamilton 2nd

Global Technology Services Connect


President

SIGO Services

May 2013 – January 2014 (9 months) | Metro Vancouver, BC, Canada

President and Co-Founder of a "Cloud-First" Managed Services Provider in Metro-Vancouver, BC. Focused on helping Small to Medium sized businesses use technology strategically in order to achieve their own business success.

SIGO Services merged with Softlanding, a leading Microsoft partner in Vancouver, BC, in January 2013. Visit www.softlanding.ca for more information.




Vice President, Business Development

DTM Systems Corp.

July 2011 – April 2013 (1 year 10 months) | Vancouver, BC


- 1 recommendation



Ric Liang

IT Leader, Cloud & Infrastructure Services

Jon was instrumental in moving us from a physical to virtual infrastructure several years ago. He designed the appropriate solution for us and arranged for skilled resources to help us through the process. Since then he's continued to work with us... [View](#)



Client Manager

DTM Systems


February 2002 – July 2011 (9 years 6 months)

DTM is Innovative Thinking. Integrating business and technology, for 30 years DTM Systems Corporation has been providing technology solutions to public and private sector companies, institutions, and organizations of all sizes in Western Canada – with offices in Vancouver & Calgary.

With an extensive portfolio of products and services, including financial management, virtualization, and IT consulting, DTM delivers innovative solutions that help customers realize their full business potential.

<http://www.dtm.ca>


- 4 recommendations, including:



Beau Bradley

Are you up for the 90-Day Challenge?

Jon goes the extra mile when dealing with his clients. He is very personable and is very easy to work with. He makes his... [View](#)




GARRY STEVENS

Partner Business Manager, Enterpri...

Jon is very enthusiastic about his profession and has taken some high level courses to allow him to be a knowledgeable... [View](#)

[2 more recommendations](#)



6) Professional Profile Photo

Yes!




Sean Campbell 1st
Technology Evangelist
Calgary, Alberta, Canada | Telecommunications

Previous Zayo Group, Allstream, MTS Allstream
Education Global Knowledge

[Send a message](#)

500+ connections

<https://ca.linkedin.com/in/sean-campbell-7594447> [Contact Info](#)




Melonie Dodaro 1st PREMIUM
International #1 Bestselling Author of The LinkedIn Code ♦ LinkedIn Expert ♦
Keynote Speaker ♦ Social Selling Evangelist
British Columbia, Canada | Marketing and Advertising

Current Top Dog Social Media
Previous LifeSuccess Perfect Weight, L A Weight Loss, Herbal Magic
Education Sheridan College

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500+ connections

<https://ca.linkedin.com/in/meloniedodaro> [Contact Info](#)



Jon Holtby 1st PREMIUM
Senior Sales Specialist - Systems Services at IBM
Vancouver, British Columbia, Canada | Information Technology and Services


Current IBM Global Technology Services
Previous IBM Canada Ltd., SIGO Services, DTM Systems Corp.
Education Simon Fraser University

[Send a message](#)

500+ connections

<https://ca.linkedin.com/in/jonholtby> [Contact Info](#)

No!

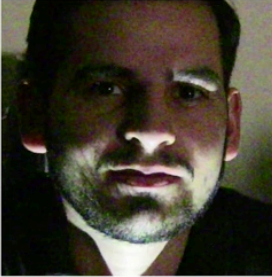


Jessica Bale
HR Manager @ We Are A Company.com
| Recruiting | Resume & Cover Letter Review

Greater Boston Area | Human Resources

[Connect](#)

357 Connections




Luke Van Duke
Lighting Expert @ WeLoveLights.net | Gels
Specialist | Ceiling & Outdoor Installation

Greater Boston Area | Lighting

[Connect](#)

113 Connections



Gio Bueno
Professional Pick-Up Artist | Dating Doctor |
Body Language Expert | Bartender

Greater Boston Area | Entertainment

[Connect](#)

500+ Connections

7) Uses Rich Media

Summary



Shane Gibson is an international speaker, sales trainer, and author on social media marketing, social selling and sales performance. He has spoken to over 100,000 people on stages in North America, Southern Africa, India, Dubai, Malaysia and South America. Shane Gibson is #5 on the Forbes.com list of the Top 30 Social Sales People in the World.



Shane's books include Sociable! How...



U&I TALK SHOW on TV: Episode 034 Fea...

content and ideas and stories that will help your target market succeed."

#4 Be fearless in your contribution to community

"Very simply, give more than your competitors think is necessary and research deeper and more often than your competitors are necessarily will."

#5 Don't be a social spammer, engage

"When someone follows you closely your content should be 80% value added updates, customer focused content and value added interactions."

#6 Be authentic

"It's a lot of work and effort to try to be someone else...only make promises and deliver your own truth up, and if you make a mistake own up to it fast."

#7 Be consistent

The 9 Immutable Rules of Engagement in ...

8) Numerous Recommendations



Experience

CEO and Founder

M2O Digital Agency

January 2010 – Present (6 years 11 months) | Vancouver, BC



M2O is an award winning Digital Agency based in Vancouver, British Columbia servicing Fortune 500 Companies with cutting edge digital, mobile, web and social and branded video strategies and services.

- ▶ 4 honors and awards
- ▼ 15 recommendations, including:



Tony Smith

Sales & Marketing Executive

Sony of Canada has known and has had the pleasure to work with Bradley since 2002, I have personally known Bradley for 7... [View ↓](#)



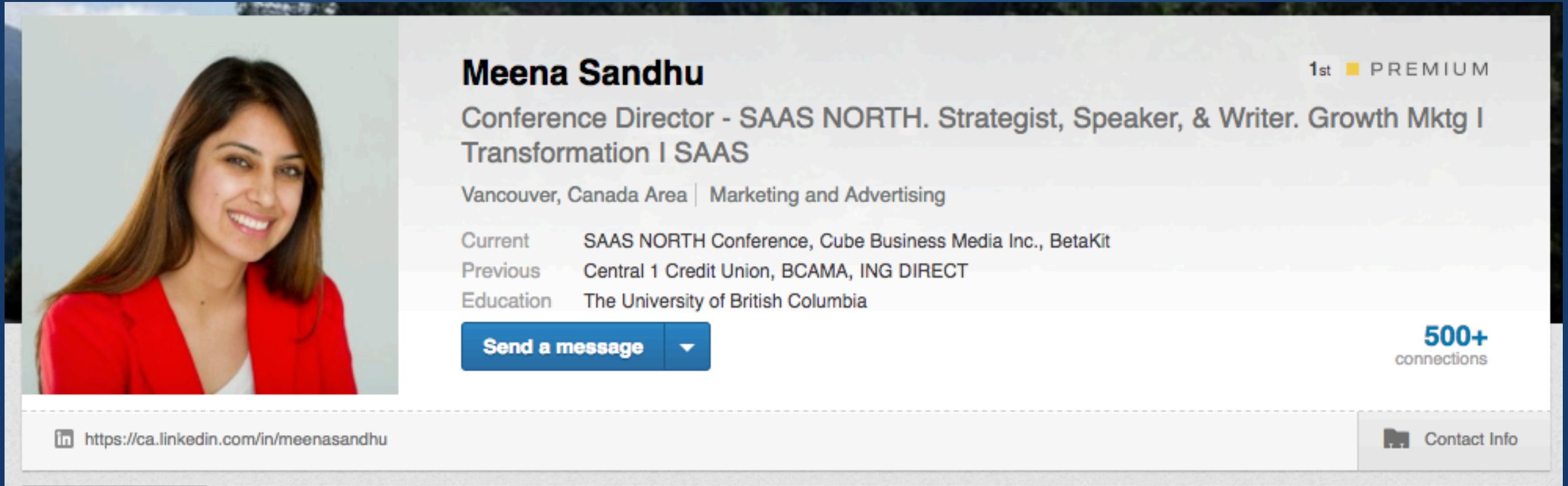
Susan Archibald

Senior Vice President, External Relation...

I had the pleasure to work with Bradley on a project leading up to the 2010 Games where we were trying to harness social... [View ↓](#)

[13 more recommendations ↓](#)

9) Significant Number of Connections



Meena Sandhu 1st PREMIUM

Conference Director - SAAS NORTH. Strategist, Speaker, & Writer. Growth Mktg | Transformation | SAAS

Vancouver, Canada Area | Marketing and Advertising

Current SAAS NORTH Conference, Cube Business Media Inc., BetaKit
Previous Central 1 Credit Union, BCAMA, ING DIRECT
Education The University of British Columbia

Send a message


500+ connections

<https://ca.linkedin.com/in/meenasandhu> Contact Info


10) LinkedIn Pulse Articles Published

Posts


Published by Meena 1,551 followers



Take a look at the SaaS tools being used by SAAS...
October 12, 2016



From Saastock to SAAS NORTH - SaaS Events are...
October 3, 2016



Wearable Wednesday gets a reboot in Canada
March 31, 2016



Take a look at the SaaS tools being used by SAAS NORTH

Published on October 12, 2016



Meena Sandhu

Conference Director - SAAS NORTH. Strategist, Speaker, & Writ...



What's a SaaS conference without a selection of handy SaaS tools? Whether you're looking to provide a seamless customer experience or aiming to improve productivity, there's a plethora of tools available out there. The key is to figure out the right balance, it's about understanding the added value of SaaS products beyond it being a "cool" technology. For those of us specializing in SaaS, it's easy to get carried away with signing up for every new service out there. We're early adopters, we're on most beta lists, and we're always searching for something new. When putting together your SaaS tool belt, think about what you really need.

How is this service going to benefit this project?

11) Regularly Updates

The screenshot displays the LinkedIn profile of Peter Aceto, President & CEO at Tangerine Bank and Author of Weology. The profile includes a header with navigation links (Home, Profile, My Network, Jobs, Interests, Business Services, Upgrade), a search bar, and a notification badge with the number 11. The main content area shows a post from 12 days ago titled "A conversation with Simon Sinek (video)". The post text reads: "Peter Aceto on LinkedIn · 'Culture is the interaction of human beings.' – Simon Sinek I think you've come to know from my blog posts and tweets that I thoroughly enjoy the...". The post has 60 likes and 5 comments. Below the post, two comments are visible: one from Peter G. Goral (10 days ago) and one from Bas Koenderinck (9 days ago). A second post from 13 days ago is titled "What's your leader Persona?" and is a comment on a post by David Dame. The text of this comment reads: "David Dame on LinkedIn · You hear a lot in Agile circles these days about the 'declining need for managers.' We may not need the managers of yesterday but, make no m...". This post has 136 likes and 15 comments. A third comment from Timothy J. Wu (5 days ago) is partially visible at the bottom.

Peter Aceto
President & CEO at Tangerine Bank | Author of Weology
5,118 followers Following

Posts (80) **Recent Activity (8)**

Peter Aceto published a post 12d
President & CEO at Tangerine Bank | Author of Weology

A conversation with Simon Sinek (video)
Peter Aceto on LinkedIn · "Culture is the interaction of human beings." – Simon Sinek I think you've come to know from my blog posts and tweets that I thoroughly enjoy the...

Unlike · Comment · Share · 60 likes · 5 comments

Show previous comments

Peter G. Goral 10d
Thanks for sharing this **Peter Aceto**. **Simon Sinek** is one of my favourite thought leaders in this area. Great conversation.
Like · Reply

Bas Koenderinck 9d
so true, beautiful insight by Simon Sinek
Like · Reply

Add a comment...

Peter Aceto commented on this 13d

What's your leader Persona?
David Dame on LinkedIn · You hear a lot in Agile circles these days about the 'declining need for managers.' We may not need the managers of yesterday but, make no m...

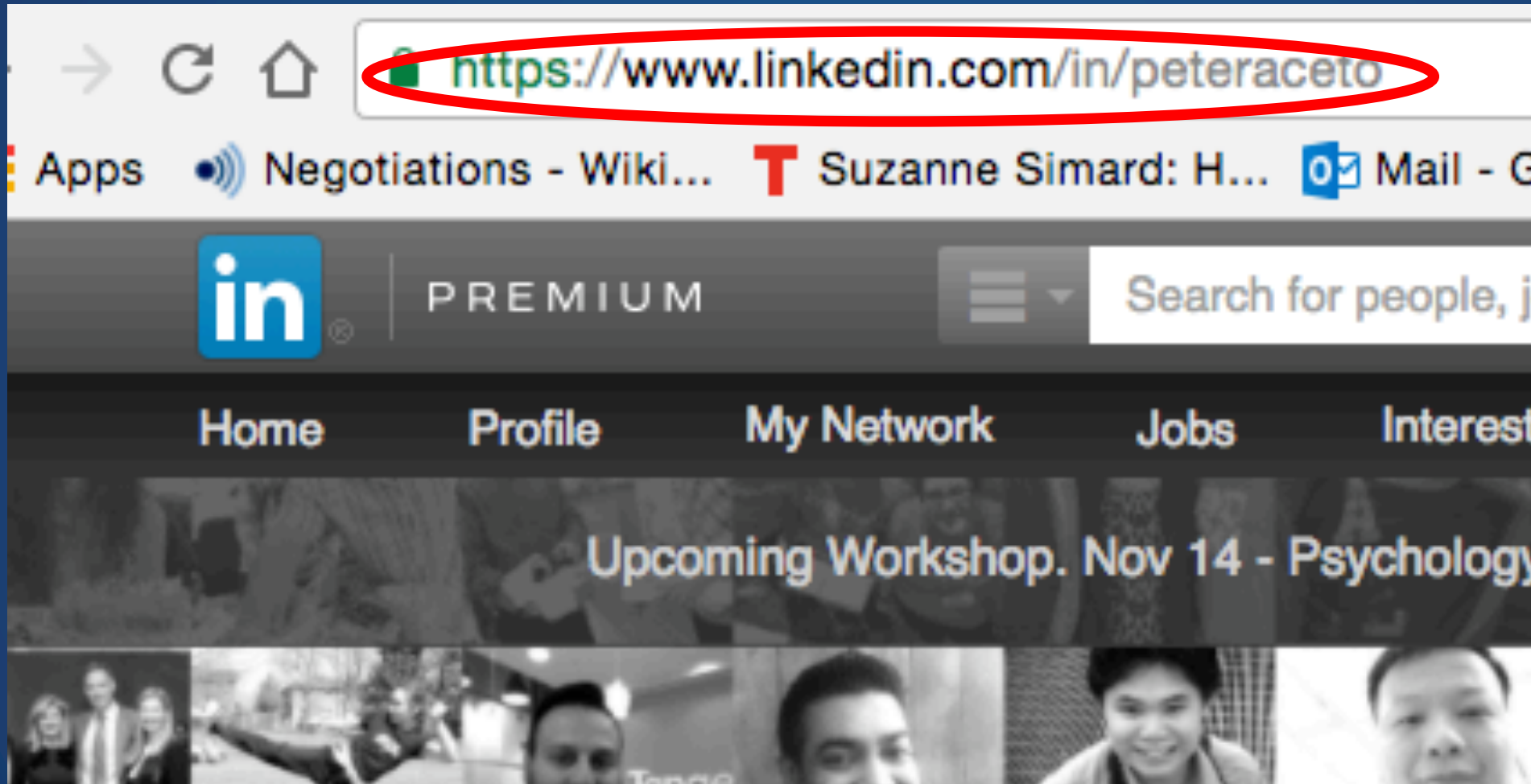
Like · Comment · Share · 136 likes · 15 comments

Show previous comments

Timothy J. Wu 5d
Great viewpoint, David. Thanks for sharing. I definitely see those qualities of leaders being highly valued and appreciated by the team. I remind... show more
Like · Reply

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LinkedIn LinkedIn Corp. © 2016

12) Custom Url!



Nimble CRM

The screenshot shows a web browser with multiple tabs open, including Facebook, LinkedIn, and Twitter. The main content is the Twitter profile of Austin Nair (@AustinNair). The profile features a cover photo of a sunset over the ocean and a profile picture of Austin Nair. The bio reads: "Health Nut, Soccer Player, and Community Volunteerism Enthusiast. Mentorship, Young Professional, Small Business and Diversity Champion." The location is listed as Vancouver, and the website is boardoftrade.com. The profile statistics are: 1,040 tweets, 1,207 following, 907 followers, and 87 likes. The tweets section shows two tweets, both retweeted by Austin Nair. The first tweet is from Jill Earthy (@jearthy) about the #WeForSheBC Conference. The second tweet is from BoardofTrade (@BoardofTrade) announcing the #WeForSheBC event. On the right side, a CRM sidebar is visible, showing lead details for Austin Nair. The sidebar includes fields for Lead Source, Lead Status, Lead Type, and Tags, each with a dropdown menu. The lead source is currently empty, and the lead status is also empty. The lead type is also empty. The tags field contains "facebook:import" and "Facebook.com".

Austin Nair
@AustinNair
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 | Tweets & replies | Media

Austin Nair Retweeted
Jill Earthy @jearthy · Jun 9
The #WeForSheBC Conference will connect emerging + established leaders to expedite diversity: WeForSheBC.ca Oct 14 #WeForSheBC @BoardofTrade

Austin Nair Retweeted
BoardofTrade @BoardofTrade · Jun 9
JUST IN: @BCGovNews @BoardofTrade + @TheWEBAlliance are excited to announce #WeForSheBC WeForSheBC.ca #bcpoli #gvbot

Lead Details

Lead Source
--- Select Lead Source ---

Lead Status
--- Select Lead Status ---

Lead Type
--- Select Lead Type ---

Tags
facebook:import Facebook.com

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

Daily activities

1. Check for signals (opens, likes, retweets, comments, private messages)
2. Visit “A client / prospect” profiles for updates and opportunities to engage
3. Look for trigger events on LinkedIn, Facebook, Instagram and Twitter
4. Thank / follow-back / connect
5. Curate 1-2 pieces of great content daily
6. Ask for introductions

Building Your Sales Technology Stack

1. CRM
2. Lead Generation
3. Contact Enrichment and Intelligence
4. E-mail intelligence tools
5. Sales Work-Flow
6. Social Selling
7. Artificial Intelligence

CRM Software

2017 Study by CPSA and Shane Gibson:

- 84.28% of respondents had a CRM in place. Of those, 72.76% met or exceeded quota
- 87% of sales people who don't use a CRM missed quota.
- 34.93% of respondents use Salesforce.

My picks for CRM

The Salesforce logo is presented within a blue, cloud-like shape. The word "salesforce" is written in a white, lowercase, sans-serif font.

salesforce

The Nimble logo features a stylized white icon of a person with arms raised, set against a blue background. To the right of the icon, the word "nimble" is written in a white, lowercase, sans-serif font.

nimble



Microsoft
Dynamics™

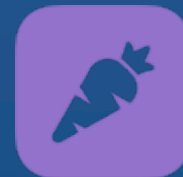
Lead Generation & Management



Contact Enrichment and Intelligence



Email Intelligence Tools



Prospect.io

Sales Work-flow



Social Selling



“We're in an AI spring. I think for every company, the revolution in data science will fundamentally change how we run our business because we're going to have computers aiding us in how we're interacting with our customers.”

- Marc Benioff, CEO of Salesforce

AI (Artificial Intelligence)



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. Build your sales tech stack
6. Devote the time for daily disciplines

Let's Connect!



<http://salesacademy.ca>



<http://twitter.com/ShaneGibson>



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

shane@shanegibson.com