



Social Sales Link™

5 Things We Want from Our Clients



More Business

Internal Introductions

External Introductions

Vendor Introductions

Testimonials/Case Stories

More Business



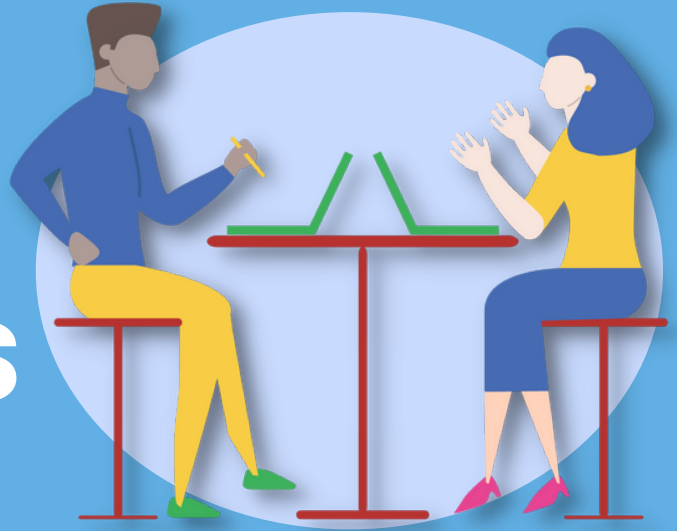
In almost every opportunity there are more.

Beyond your first sales, continue conversations about your client's needs and lead them to additional solutions that add even more value.



1

Internal Introductions



There are two major reasons why getting introduced to other people inside of a client company is essential.

First, other departments may be able to get value from your solution as well. Second, LinkedIn tells us that there is a 20% employee turnover on average. 1 out of 5 of your buyers is leaving this year... You need to socially surround the organization to solidify your relationships and maintain client retention!

2



External Introductions



Your clients most likely know more people like them. Connect with everyone in an account on LinkedIn, search their LinkedIn connections to identify targeted buyers, and ask them for referrals, introductions, and permission to name-drop.



3

Vendor Introductions



Building relationships with strategic referral partners is foundational to keeping the pipeline full. The best referral partners are often other vendors our clients buy from.

4



Testimonials & Case Stories



Client success are a powerful way to share your solutions, create a high level of credibility. The right stories can help you close more business, faster.



5

Connect with Us!



 [/brynnetillman](https://www.linkedin.com/in/brynnetillman)

 [/bobwoods](https://www.linkedin.com/in/bobwoods)



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