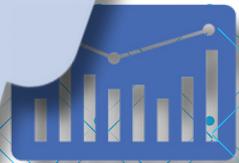




Social Sales Link™

The 9 ATEs of Sales: “Bite-Sized” Process for Sellers



Are you hungry to spice up your sales approach? We have the perfect recipe, with the right ingredients and a dash of determination, you'll be serving up sales success in no time. In this eBook we will indulge in some “bite-sized” ATEs tips.



1

FascinATE



The first step in social selling is to captivate your audience. You must create curiosity and pique their interest with compelling content.

Whether through publishing videos, articles, polls, or eBooks or simply engaging with their content, this is the first step in building rapport.



2

EducATE



To engage buyers and start trust-based conversations, social sellers must position themselves as trusted advisors, offering valuable insights and industry knowledge.

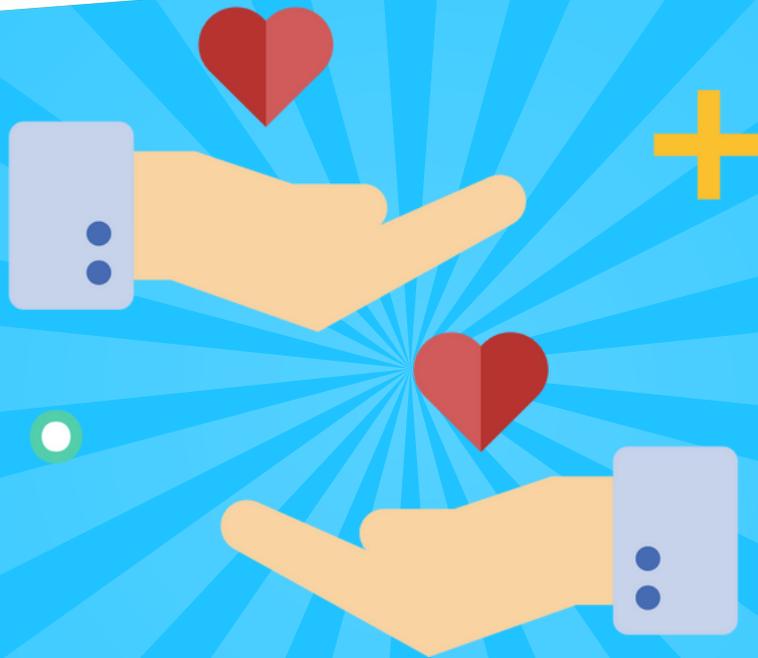
Education from a social seller's point of view should:

1. Bring insights to your prospects on relevant topics
2. Address their challenges
3. Teach them something new
4. Get them to think differently about their current situation
5. Create a compelling moment, moving them from spectator to engagement



3

ValidATE



This has a double meaning. Once you've captured their attention, it's essential to establish credibility and trust. First, validate their needs, challenges, goals and expectations. Next, provide evidence of your expertise through aligning client success stories with their situation.

This will instill confidence in your prospects and lay the foundation for a long term relationship.



4

NavigATE



Navigating the complexities of the sales process requires clear communication and strategy.

Once you understand your prospect's needs, challenges, and motivations, build a roadmap for the most successful outcomes. In addition, you can anticipate objections or roadblocks and skillfully guide them toward the most beneficial solution for their situation.



5

CollaborATE



This is a mutual commitment to solution success, launching a collaborative partnership between buyer and seller. This dedication ensures that both parties are equally invested in achieving their goals, driving forward momentum, and delivering long-term success. By working together, buyer and seller propel each other towards optimal results, creating a synergistic relationship built on trust, collaboration, and shared objectives.

6

ActivATE



In this phase, the solution transitions from concept to actualization, with a carefully crafted timeline and clearly defined roles. It's the strategic rollout phase, where planning and seamless execution are paramount. This stage involves coordinating resources, deploying technologies, and aligning stakeholders to ensure a smooth implementation. By activating the solution effectively, the seller delivers on its promise and sets the stage for transformative impact. **It's about empowering the client to unlock the solution's full potential and driving impactful results.**



7

AdvocATE



Getting stakeholders' buy-in through internal champions is foundational to the solution's success. It takes a true commitment and partnership between the seller and the company leaders to ensure everyone has what they need to implement and optimize the new solution. As the solution becomes part of the fabric of the day-to-day business, new advocates will develop internally.



8

CalculATE



This marks the pivotal stage where the focus shifts to measuring Return on Investment (ROI) and other key performance metrics. This step involves analyzing data to gauge the effectiveness of the solution implemented. The seller gains valuable insights into the impact of their efforts, identifying areas of success and areas for improvement. Whether it's tracking revenue growth, cost savings, or customer satisfaction scores, calculating ROI provides a clear picture of the value delivered to the client. Armed with this information, the seller and buyer can refine strategies, optimize processes, and drive even greater results in the future.



9

GraduATE



Once the solution is implemented, the journey doesn't end there—it's time to "graduate" to the next level of success. For a seller, this means focusing on nurturing the client relationship for long-term growth. Post-implementation, the seller should stay engaged with the client, providing ongoing support, monitoring performance, and addressing any issues. Additionally, they should seek feedback from the client to ensure satisfaction and identify opportunities for improvement. Graduating from the initial sale signifies a new beginning—a chance to deepen the partnership, uncover additional needs, and explore upsell or cross-sell opportunities and referrals. By continually adding value and demonstrating commitment, the seller can solidify their position as a trusted advisor and lay the groundwork for retention and future success.



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