Social Sales Link™

10 Social Selling Commandments

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There is no easy button to starting trust-based conversations.

Social Selling is about being a resource, sharing value, elevating others, build rapport and start trust-based conversations, understanding that the sales will come when the time is right.

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1 The connect and pitch is a bait & switch!

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2

Treat the person on the other side of the message they same way you would if they were in the other side of the table.

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3 Slow down your outreach to speed up your outcome.

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4

Detach from what the prospect is worth to you & attach to what you are worth to the prospect.

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5 Stop telling people how you can help them and simply help them.

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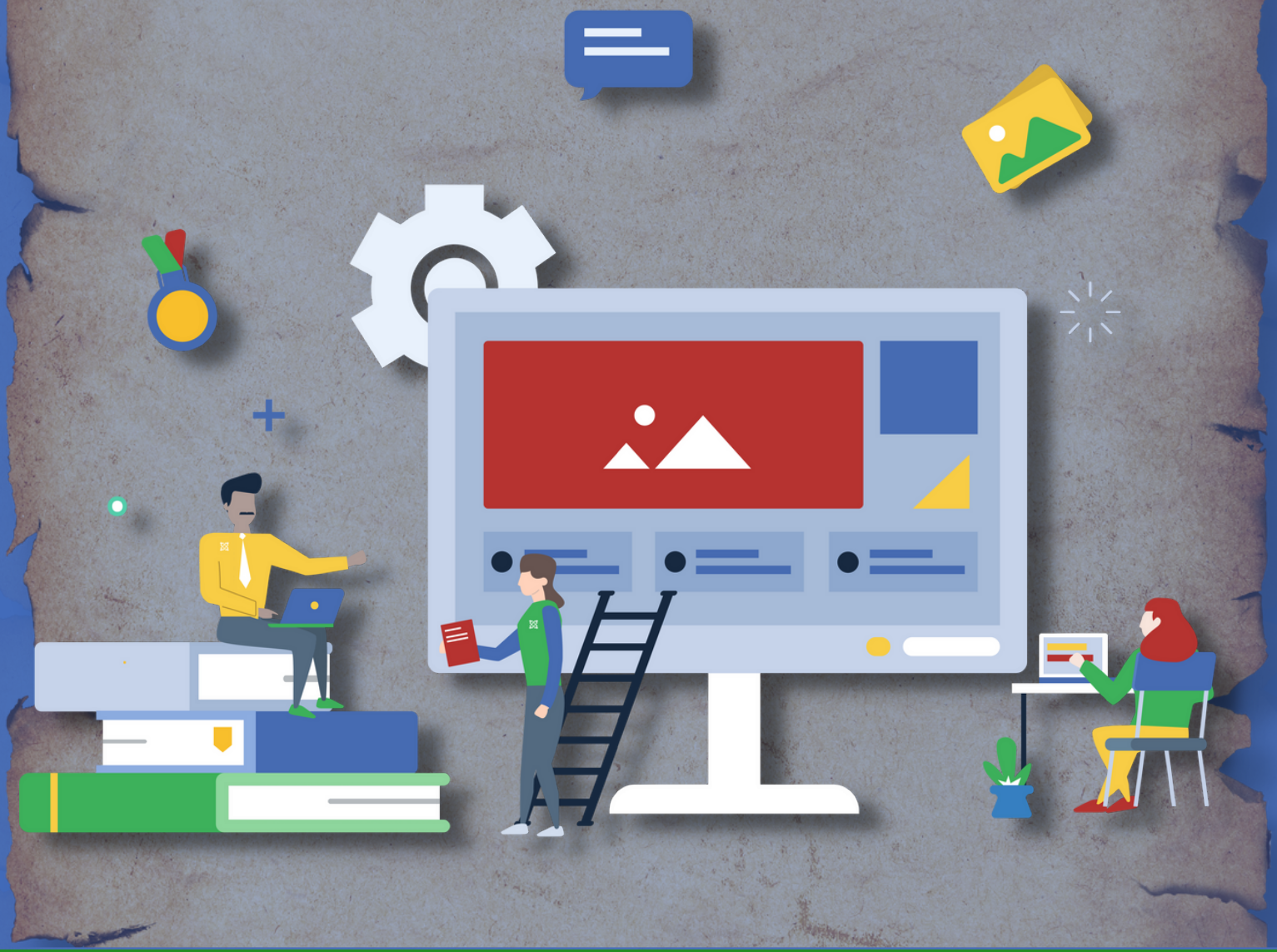
6

Rather than sharing content that you want to share, share content the want to consume.



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7

Never ask a questions that you could have learned from their Linkedin profile.

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8 Do not use automation, ever.

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9

Make sure your voice on social matches your voice in person.

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10 Respect the inbox, your offer of content should be permission based.

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(no ongoing commitment)

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