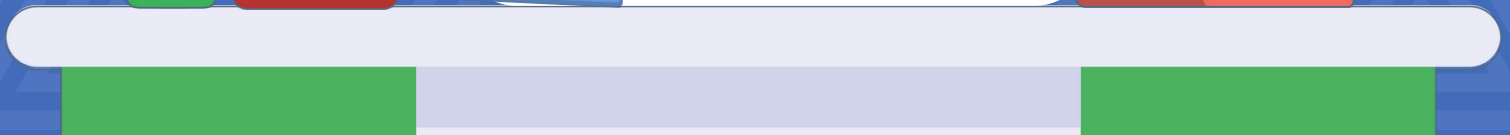
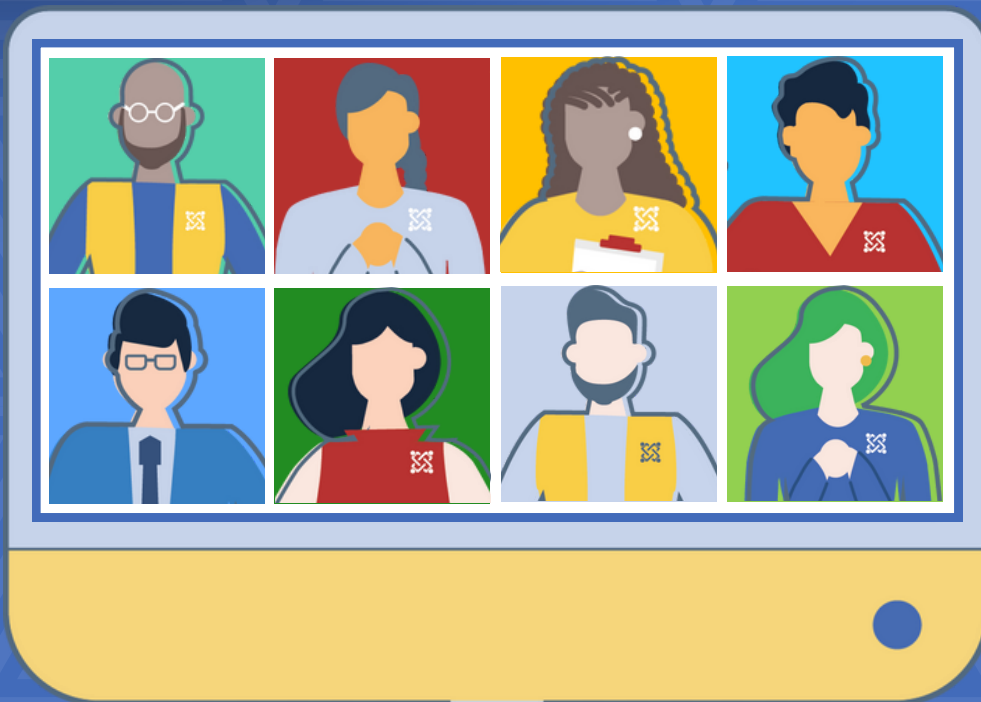




21

Tenets of Social Selling



1



Social selling is about building rapport, developing trust and credibility by being a resource, understanding that the sale will come when the time is right.

Social listening may be the best way to understand your buyers and their customers prior to reaching out.

2



3



Be known as the subject matter expert that your prospects come to for guidance.



Shift your profile from a resume to a resource.

4



5



Rather than telling your buyers how you can help them, simply help them.

Social Selling content needs to resonate with the buyer, create curiosity, teach them something new that gets them thinking differently about their current situation, and ultimately create a compelling moment.

6



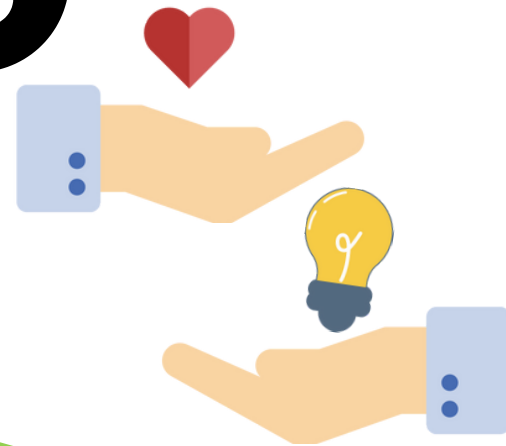
7

Share content that your buyers want to consume, not just what you want them to know.



Engage 10x more than you post.

8



9

Capture your genius from client Q&A, repurpose it for your network, and become that thought leader that attracts, teaches and engages buyers, consistently.

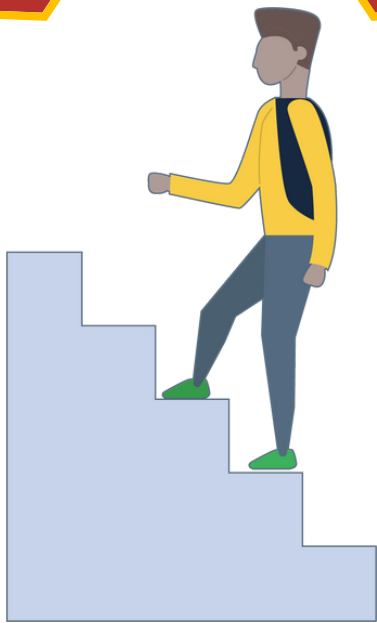


10

Connect and pitch is a bait and switch.



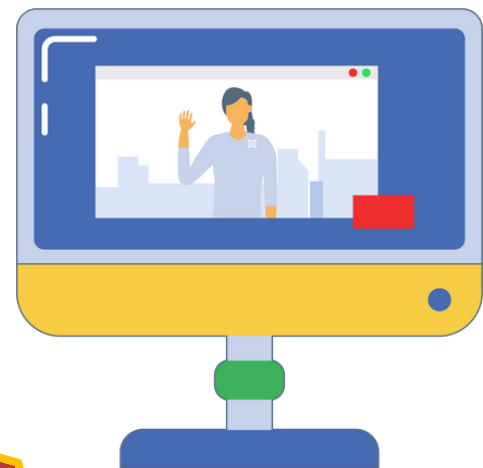
11



Slow down your outreach to speed up your outcome.

12

Earn the right to get the call.



13



Care more about the outcome than the sale.

14

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



15

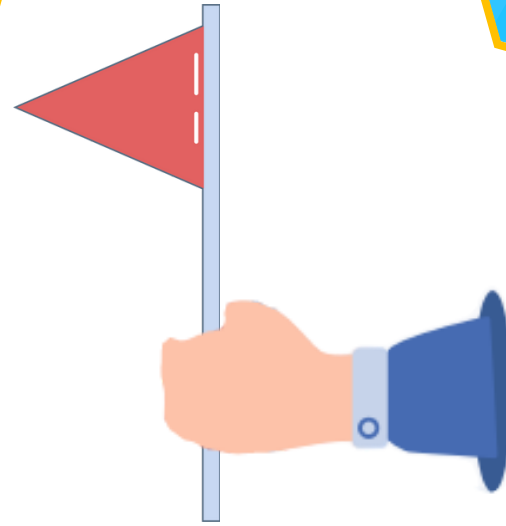


Treat the prospect on the other side of the message, the same way you would on the other side of the table.



Don't ever ask a prospect a question that you can discover on their LinkedIn profile.

16



17



Who have you been ignoring?
Take inventory of your connections and reconnect in a way that matters to them.

18



When you ask their perspective, you matter to them.



19



Leverage your social proximity and social capital to gain access to targeted buyers.

20



Socially surround prospective accounts and bring value to each stakeholder in a way that matters to them in their role.

21



Random acts of social creates random successes.



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