



CONNECTING STRATEGY TO ACTION

Sales Training Session #21: Social Selling for Security Integration Sales Professionals

July 18th, 2017

Agenda



- Objectives of Social Selling
- Your Profiles
- Content
- Attack Plan (w/o paid versions of LI)
- Professional & Personal Balance
- Action Plan

Objectives of Social Selling

Objectives of Social Selling

1. Familiarity
2. Credibility
3. Unique Way to Communicate
4. Perceived Expert



Your Profiles

It's no longer b2b (business to business). Today, it's h2h (human to human)



Your Profile

5 Minimum Requirements for a Great LinkedIn Profile

1. Updated Information
2. Professional Photo
3. Story-Telling Background
4. Customer-Centric Headline
5. Conversational and Real Summary





Poll

Do you have all four of these items updated?

Content

Where do I find content? I ain't writin' it.



... Not where you plan to share it!



Where?

- Blogs
 - Manufacturers & Distributors
 - Partners
 - Yours
- [IPVM](#)
- Google Alerts
 - www.google.com/alerts
- Related Periodicals
 - www.varinsights.com
 - www.infoworld.com
 - www.scmagazine.com



www.getpocket.com

Where are you going
to store this content?

Attack Plan

The background of the slide features two large, interlocking metallic gears. The gear on the left is light blue and has the word "Processes" embossed on it in a dark blue, 3D font. The gear on the right is a darker blue and has the word "Business" embossed on it in a light blue, 3D font. The gears are positioned diagonally, with their teeth meshing together. The lighting creates highlights and shadows on the metallic surfaces, giving them a three-dimensional appearance.

Processes

Business

Attack Plan

- Choose Your Channels

Which Channels?

- Pick a few ... “where everyone knows your name.”
- LinkedIn
- Twitter
- IPVM
- Blogs – Wherever your customers are (vertical, manufacturers, associations)



The background of the slide features two large, interlocking metallic gears. The gear on the left is inscribed with the word 'Processes' and the gear on the right with 'Business', both in a bold, sans-serif font. The gears are rendered with a 3D effect, showing highlights and shadows that give them a metallic appearance. The overall color palette is a mix of light blues, greys, and whites.

Processes Business

Attack Plan

- Choose Your Channels
- Build Your Following

Build Your Following

- Whenever you meet someone related to business.
- Everyone that is invited to a future meeting.
- Watch the Twitter balance, but don't obsess about it.
- Be smart, but not picky when accepting contacts.
- Non-standard invite.



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Processes

Business

Attack Plan

- Choose Your Channels
- Build Your Following
- Promote Your Network
- Become Content Curator
- Correspond Through Channels
- Daily Process

Professional & Personal Balance

Best Practices (not answers)

W
O
R
K

- No personal content on LinkedIn.
- Use Facebook for personal content, but some professional info can be included.
- Use Twitter for both.
- If you'd invite a professional contact to your house for a party, add as a FB friend.
- If you'd socialize at an event with the, accept their FB friend request.
- Always, always, always beware of your brand.
- The last bullet isn't fair, but try mediocrity.
- [Even on Facebook, be careful of what you post.](#)

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Action Plan



Action Plan

Complete the Social Selling
Checklist.



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Questions and Discussion

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