

Empowering your sales team for social selling



Social selling is a huge part of any 2023 marketing plan

Did you know?

It contributes to over half of the revenue of 14 major industries, including those of computing and network security.¹

This is primarily achieved via LinkedIn; with it being **46% more effective at generating leads than Facebook and Twitter.**²

While **90% of decision makers** will never answer a cold call, over **60% of B2B buyers** react positively and engage with salespeople that utilise social media, posting about relevant insights and opportunities.³

However, despite such widely reported benefits, many salespeople are unfortunately still hesitant to engage in social selling.

While this is less likely to be the case for Millennials and Gen Z, the **Baby Boom generation and Gen X may find the art of selling online somewhat alien to them**, going against traditional methods such as face-to-face sales pitches and telesales. The act of having to go into a social platform every day to monitor responses will also be new to some demographics within the current workforce.

And **it's not a huge surprise to hear salespeople are showing some resistance to social selling**, regardless of age. More than **75% of sales reps claim to have never received any training on social platforms**,⁴ and is reportedly the main reason they are not using them.



So, the million-dollar question – how do you make your salesforce feel empowered to embrace this undoubted force that it is social media?

We've pulled together some top tips that we've no doubt will serve you well in getting your sales team onside.

1. Show them the power

The most important thing for salespeople is hitting their revenue numbers and smashing their targets. Make sure your sales teams know the true value of social selling – and the reasons **WHY** you are asking them to engage with social more. During your internal communications with your sales team, you should make sure that you are highlighting the benefits social platforms can have to the business.

Here are some examples of powerful stats to hopefully awaken your salesforce's social side.⁵

When using social media as part of a sales strategy...

- They are **51%** more like to reach quota
- New business increases by between **40-50%**
- Retention rates increase from between **80-90%**
- Win rates increase by **5%** and deal size by **35%**



2. Train them

While this may seem obvious, you would be surprised at how many organisations don't realise that social selling training is available, and the benefits it can have on your teams. This is crucial to increasing the buy-in of your sales team and will go a huge way to making them feel valued. In addition to more general social selling training, an area of training you may want to encourage your sales teams to focus on is that of

- **LinkedIn Sales Navigator.**
- **Sales Navigator** is a powerful prospecting and sales insight tool that can help your salespeople to **find relevant customers, all whilst gaining real-time updates on all accounts and leads.**

3. Track, measure, and make it visible

When setting up your **CRM for MQL tracking**, ensure campaign tracking is in place to help attribute a sales owner to a lead generated through social media and social selling.

This will help reaffirm to the sales force that social selling is a worthwhile exercise and will also present how individual salespeople are performing in the company, which brings us nicely on to tip number four...



4. Make it fun

As we have already touched on, salespeople love numbers and targets - it is their absolute bread and butter. This is why **setting up a competition can be the perfect way to empower your team and motivate them to push social selling as much as possible.**

 

By utilising software such as **Gaggle Amp** and **Sprout Social**, you can assign points to each activity they achieve on social media. You may decide to use several metrics including audience growth, engagement, post volume, and more. The competition formats can be as simple as you like.

5. Give them the support (or the content)

Salespeople are not content creators, yet despite this...

30% of sales reps reported having to **find content themselves to post on social media.**⁶

Of course, you may have team members that prefer to write their own content – everyone's preference is different, but you need to ensure that you are making it easy for those that need a bit of a hand.

As a minimum, make sure you're **providing sales with images and copy blocks that they can use on social**, you could even include the hashtags you'd recommend pairing with each post.

There is a fine balance to find, and it will be dependent on the salesperson in question.

6. Don't (totally) leave them out

Don't let this happen in your organisation – or you'll risk a disgruntled sales team! **Allow them to be part of the process** and you'll reap the benefits later down the line with their buy-in, pro-activeness and willingness to share on social.

Sales teams often favour short-form, impactful content with actionable steps, and this absolutely has a place when it comes to social selling. Get them involved to increase their overall buy-in and ask yourself the question, **what does our salesforce need?** And don't forget – **marketeers win when they listen to sales.**

7. Allow for creative license

Give your salesforce the freedom to amend content that has been produced by the marketing department in whichever way they feel best represents them and works for their audience. **Giving reps this responsibility can help unlock their passion for social selling.**



8. Lead by example

Get your senior stakeholders involved and entered into any competition that you introduce, at least while social selling is in its infancy amongst your salesforce.

9. Keep your guidelines simple

Last but by no means least, **do not have long, lengthy, social media usage guidelines in place.** If anything, marketing departments should ensure the process is user-friendly, making it easy for your sales team to get involved rather than deter them.



Are you looking to boost your sales by learning how to get the most out of LinkedIn? If the answer is yes, our social selling course is for you.

Learn how to grow your network, engage contacts, and form meaningful relationships on this lucrative platform.

Chat with our social selling experts today.