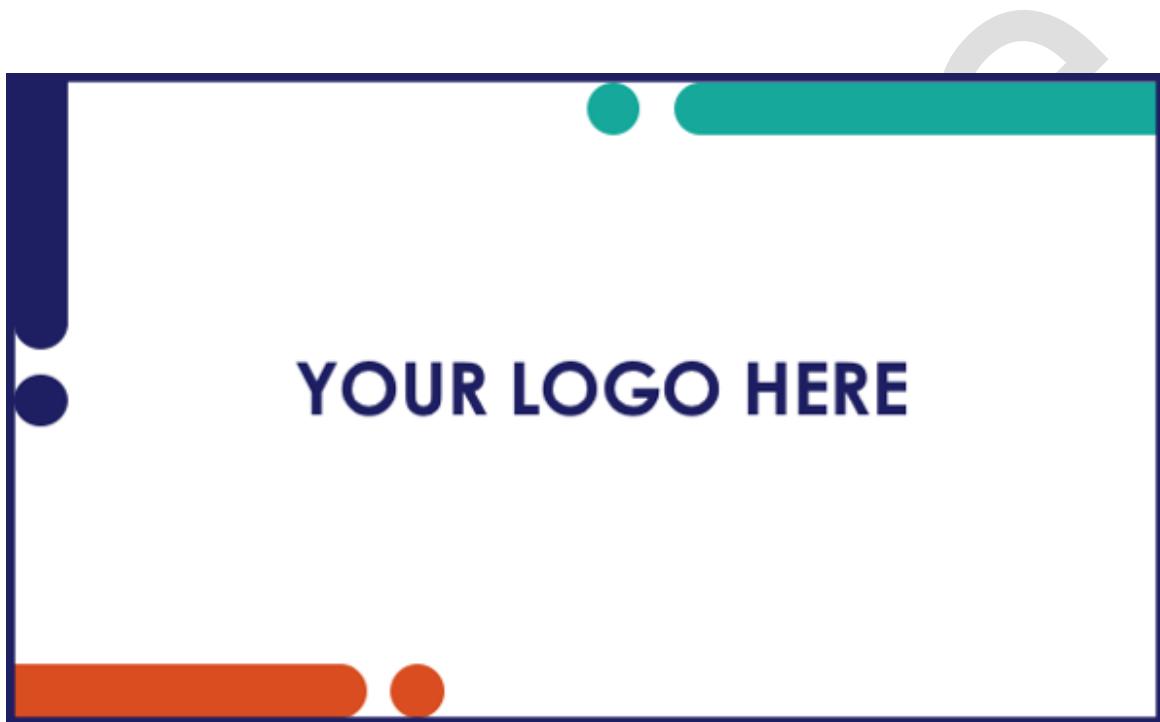


Social Selling Secrets

**Banish Cold-Calling Forever! Leverage Social Media
to Increase Your High-Ticket Sales**



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Student Course Book

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Introduction

All businesses want to make more sales. All businesses use social media. How can you bring the two together to get a more effective sales strategy? The answer is social selling.

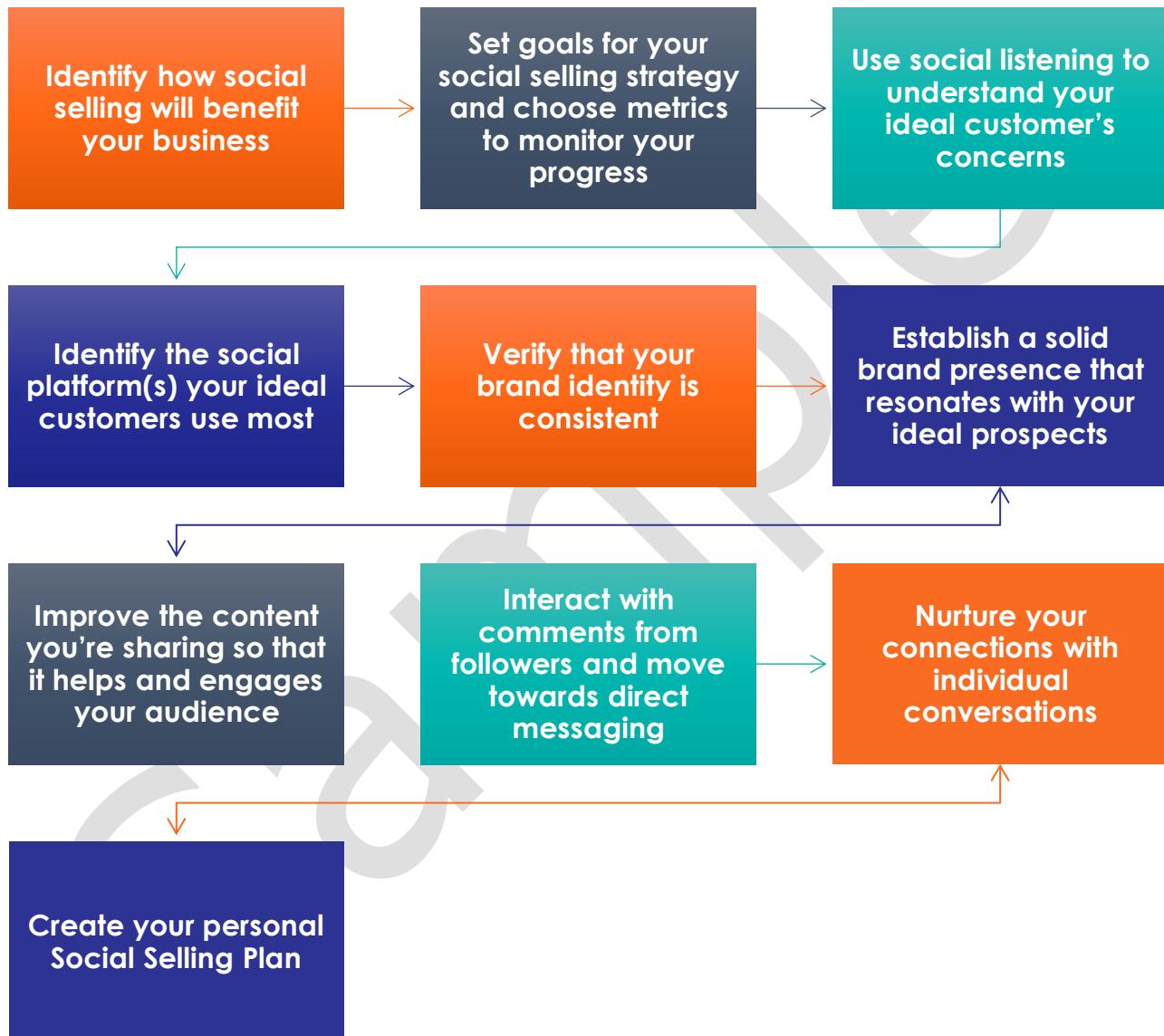
Social selling is a sales tactic that leverages social media in a way that enables businesses and salespeople to build their brand, engage with prospects, and create relationships that naturally lead to sales. It can help you develop critical one-on-one relationships from social media sources. Rather than broadcasting to many, as you do with your usual social media marketing activities, you'll focus in on high-quality leads who have the best potential for sales.

The goal of social selling is to build relationships with the long-term in mind and to offer value through conversations. It's far more effective and much more enjoyable than cold-calling!

The information leading you to suitable prospects is out there, but it's up to you to find it. Through social listening, you can leverage social media data to locate and learn about your would-be customers. Once you track down that information, you'll get a deep understanding of what your customers want, and you can identify those who are most likely to buy.

In this course, you'll use social media to locate your ideal prospects for 1:1 sales. You'll discover how to use social listening to learn more about your audience, and how to build your personal professional brand so that your prospects turn to you for answers. By the end of the course, you'll have a practical plan in place to routinely move your online conversations with high-quality prospects to offline ones, ultimately converting them to lifelong customers.

Here is your roadmap for the course:



Learning Objectives:

By the time you complete this course, you'll be able to:

- Identify how social selling will benefit your business through having 1:1 conversations with targeted prospects which will ultimately lead to sales.
- Set goals for your social selling strategy and choose the metrics to monitor your progress so that you can gauge your success over time.
- Use social listening to understand your ideal customer's concerns so that you can identify the people who would most benefit from having conversations with you around your area of expertise.
- Identify the social platform(s) your ideal customers use most so that you know where to target engaged individuals who will be most interested in buying your products or services.
- Verify that your brand identity is consistent across your business and personal brands so that it conveys your personality and expertise to prospects.
- Establish a solid brand presence on social media that resonates with your ideal prospects so that they'll want to learn more about you and your work.
- Improve the type and format of content you're currently sharing on social media so that it both helps your audience and engages them
- Interact with comments from social media followers and move your prospects towards direct messaging so that you can begin to converse one-on-one
- Nurture the connections you've made on social media by having individual conversations to deepen relationships with high-quality leads

- Create your personal Social Selling Plan that will consistently lead to new conversations with your potential customers and ultimately to more sales
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course.

This course is broken down into 6 major modules and individual lessons to take you step-by-step through the process of successfully using social selling to build relationships and ultimately attract more sales.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Action Steps:

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – What is Social Selling?

If you're looking for an alternative to cold calling, then you've found it!

In this first module, you'll clarify exactly what social selling is and what it isn't, and you'll set goals for how this strategy can benefit your business by bringing in high-quality leads.

- **Lesson 1: Why Use Social Selling?**
- **Lesson 2: Set Your Social Selling Goals**

Lesson 1: Why Use Social Selling?

Learning Objective:

Identify how social selling will benefit your business through having 1:1 conversations with targeted prospects which will ultimately lead to sales.

What is Social Selling?

The goal of social selling is to use various aspects of social media to secure 1:1 conversations with your ideal prospects. To get there, you'll share content, build relationships, and ultimately get more sales.

The conversations and relationships are your primary focus. This isn't a way to fill your sales funnel in a pushy, hard-sell type of way. It's about freely sharing content and knowledge and helping your audience find solutions.

There's sometimes confusion with the other social media strategies businesses use, so let's get clear on definitions before diving in.

Social Media Marketing

- The broad use of social media to build awareness, visibility, and attract leads
- Broadcast content to your entire audience at once
- A one-to-many strategy

Social Selling

- A targeted approach
- Find ideal prospects and engage them
- 1:1 conversations
- Personal interaction leads to sales
- A one-to-one strategy

Social Media Marketing – Social media marketing involves broad use of social media to build brand awareness, widen visibility, and attract leads. It typically includes sharing short, useful, and interesting content which is broadcasted to your entire audience at once. This is mainly a one-to-many strategy.

Social Selling — Social selling is more targeted than social media marketing. This is a one-to-one strategy. It's aimed at finding ideal prospects for your products or services and engaging them on social media by answering questions and providing useful content that encourages a 1:1 conversation. That personal interaction will then lead to sales when prospects are ready to buy.

All social media activity aims to engage potential customers, but social selling is about bringing a laser focus to those you identify as interested in your offers and encouraging them to have a conversation with you.

Social selling is great because it works for all kinds of businesses that have high-ticket or high-reward offers. Think real estate, luxury goods, tech solutions, or coaching and consulting services. That will include any type of custom or tailored product or service offered within the business' range. For example, a travel agency may sell low-cost packages to Asia but might also offer an extravagant, get-away-from-it-all bespoke vacation. A business coach might offer online courses in starting a business as well as high-end 1:1 programs that guarantee individual success. You may have a recurring subscription business that has high rewards since there's a bigger investment involved.

What we're talking about is any offer that requires more touchpoints and conversations with prospects before they decide to make the purchase.

What Social Selling Isn't

Getting the distinction clear from the above definitions is important for businesses. If you don't have a clear idea of what social selling really is, you'll get confused or even demotivated when trying this tactic for your own business.

Before we leave the topic of what social selling *is*, let's look at what it *isn't*:

Making direct sales from social media platforms or 'marketplaces'

Setting up an online store on, for example, on Facebook or Instagram

Sending out generic messages to spam people with discounts and promos

Pushing products at customers by highlighting their benefits and how they solve problems

Delivering the hard sell in 1:1 interactions

Spending on direct advertising on social media

- Making direct sales from social media platforms or 'marketplaces' (i.e., ecommerce)
- Setting up an online store on, for example, on Facebook or Instagram
- Sending out generic messages to spam people with discounts and promos
- Pushing products at customers by highlighting their benefits and how they solve problems
- Delivering the hard sell in 1:1 interactions
- Spending on direct advertising on social media

ATTENTION:

This is only an excerpt from our full course **Social Selling Secrets**. The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

Sample