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# Social Selling On LinkedIn

*A Proven Technique for B2B Business Success*

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"39% of B2B professionals said they were able to reduce account and contact research time with social selling tools." (LinkedIn, E-Marketer)

"78% of social sellers outsell peers who do not use social media."  
(LinkedIn, E-Marketer)

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"55% of B2B buyers do their research through social networks." (Hootsuite)

"LinkedIn, Twitter, and Facebook are the top choices to kick start your social selling efforts."  
(Hootsuite)

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"With over 3.2 billion users, social media has a global penetration of 45%." (Optimonster)

"39% of B2B professionals said social selling reduced the amount of time they had to spend researching potential leads." (Optimonster)

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"76% of buyers are ready to have sales conversations on social media."  
(LinkedIn)

"81% of buyers are more likely to engage with brands that have a strong, cohesive, professional social media presence." (LinkedIn)

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*"Social selling allows businesses and salespersons to define their audience on the internet and communicate with their potential customers.*

*This white paper explains why, you will read why salespersons need social selling and what they need to get started."*

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# 1. Executive Summary

Social selling is more effective than other forms of social media marketing methods.

More than 3.5 people from around the world use different social networking websites. That's why B2B marketers are active here. Most social media users do not like traditional selling approaches.

Conscious marketers have been looking for new ways to make their social media campaigns effective. Several years ago, experts introduced a new concept that is known today as "social selling."

It is all about growing network with purpose and landing new customers. Social selling is a social media promotion technique that is different than social media marketing and advertising.

Social selling allows salespersons to find their audience on the internet and communicate with their potential customers. It may seem to be time-consuming but it is worth your time. LinkedIn Social Selling

Index (SSI) is a benchmark that shows how good a person is at social selling.

B2B marketing has evolved due to technology. Displaying ads on the internet seems economical. Do ads work for you? B2B marketing managers complain about the low effectiveness of LinkedIn Ads.

Learning social selling techniques will optimize your social media promotion results. As a B2B marketer, you can do much better on LinkedIn.

Attending conferences and meetings with customers is not possible these days due to the pandemic and tough work routine. Social selling allows to connect with buyers anyway.

Let's discuss why salespersons should learn social selling and what they need to learn before they get started.

2.

# Social Selling for B2B Success

Social Selling has a good engagement rate. You can get a good return on investment.

Many research studies suggest that social selling can be an effective way to promote products and services on social networking websites. Before we discuss why it should be used by all businesses, let's see what it is:

## What Is Social Selling?

Social selling is all about building relationships with potential customers through content and engagement. It can be used by B2B salespersons to find prospects and make sales through social media.

Social selling adds value and gives solutions to problems businesses face. Social selling allows marketers to build trust with potential buyers. It is the opposite of sending cold emails and much different from social media ads.

To learn social selling as a marketer, you have to learn related concepts (such as social listening) as well. Let's touch the basics of social listening in the next part.

## Social Listening

Social listening is a way to get information for your niche or your brand by analyzing data or researching on social media and other platforms. Every B2B company wants to reach an audience and get more leads. Here are some tips to sharpen your social listening skills:

- Engage/interact with your audience
- Promote the content to your contacts
- Create the content only on the most relevant topics
- Use intelligent tools to get the right data and information

## The Importance of Social Selling for B2B Salespersons

There are plenty of reasons to adopt social selling techniques. You should start social selling because:

- Your top competitors are already using social selling.
- Your customers are already engaged in social buying.
- Social selling lets your sales team build real relationships.
- Social selling has a good response rate across all industries.

## Social Selling vs. Other Social Media Promotion Methods

In general, marketers try to show ads to maximum people possible but this approach is less effective. Reaching out to people that do not know you may not work well. Social selling is the opposite of showing unwanted ads.

Social selling calls for building a strong relationship with the target audience. As a result, marketing and sales professionals will get free, targeted, and highly interested potential buyers. The leading platforms for social selling are LinkedIn, Twitter, and Facebook.

## Why B2B Marketers Should Include Social Selling in their Sales Strategy

Many social media users are tired of seeing unwanted ads. In other words, they do not want to interact with promotional content. So you may not do well on social media by using traditional approaches such as displaying ads.

People search on the internet when they need details about a product or service. They try to find informative content. That is the right time to appear in front of your potential buyers. Social selling wants to do just that.

This is why content marketing works. Also, 75% of people use social media to make purchasing decisions these days, and a big part of the decision takes place before they contact a company.

## Social Selling and B2B Salespersons

As a B2B salesperson or marketer, you need to reach your sales targets, generate leads, connect with customers. Due to ongoing lock-downs, it is not possible to attend fairs and exhibitions. So social Selling is a good way to reach your sales goals all the time.

### 3.

# Why Use LinkedIn for Social Selling

Social Selling Index (SSI) on LinkedIn represents how effective your promotion is.

LinkedIn has a particular mechanism to measure how good a person can be at social selling. They calculate Social Selling Index (SSI) using this technique. The higher SSI you have, the better. LinkedIn can be the most effective platform for B2B marketing and promotion.

## Why B2B Marketers Choose LinkedIn for Social Selling

LinkedIn is a professional social media network that has some clear benefits for B2B businesses. First of all, there is a targeted audience, and many users keep checking for professional opportunities. Secondly, it's easy to get their attention and grab more leads when the content is relevant. Lastly, it has a global reach, and the Sales Navigator tool allows you to reach the right people.

## Towards Successful Social Selling

Do you want to become a good social seller? Here are the things you should do:

- 1. Foundation:** When you create an account, you start by completing your profile. It is a very important part of your strategy and must be attractive. Then, you need to publish content regularly.
- 2. Social Listening:** Use social media to research relevant trends for your customers. On your customers' profiles, you will find interesting details that you can use to prepare for a sales talk.
- 3. Awareness:** You need to build your network and keep your contacts engaged with your content.

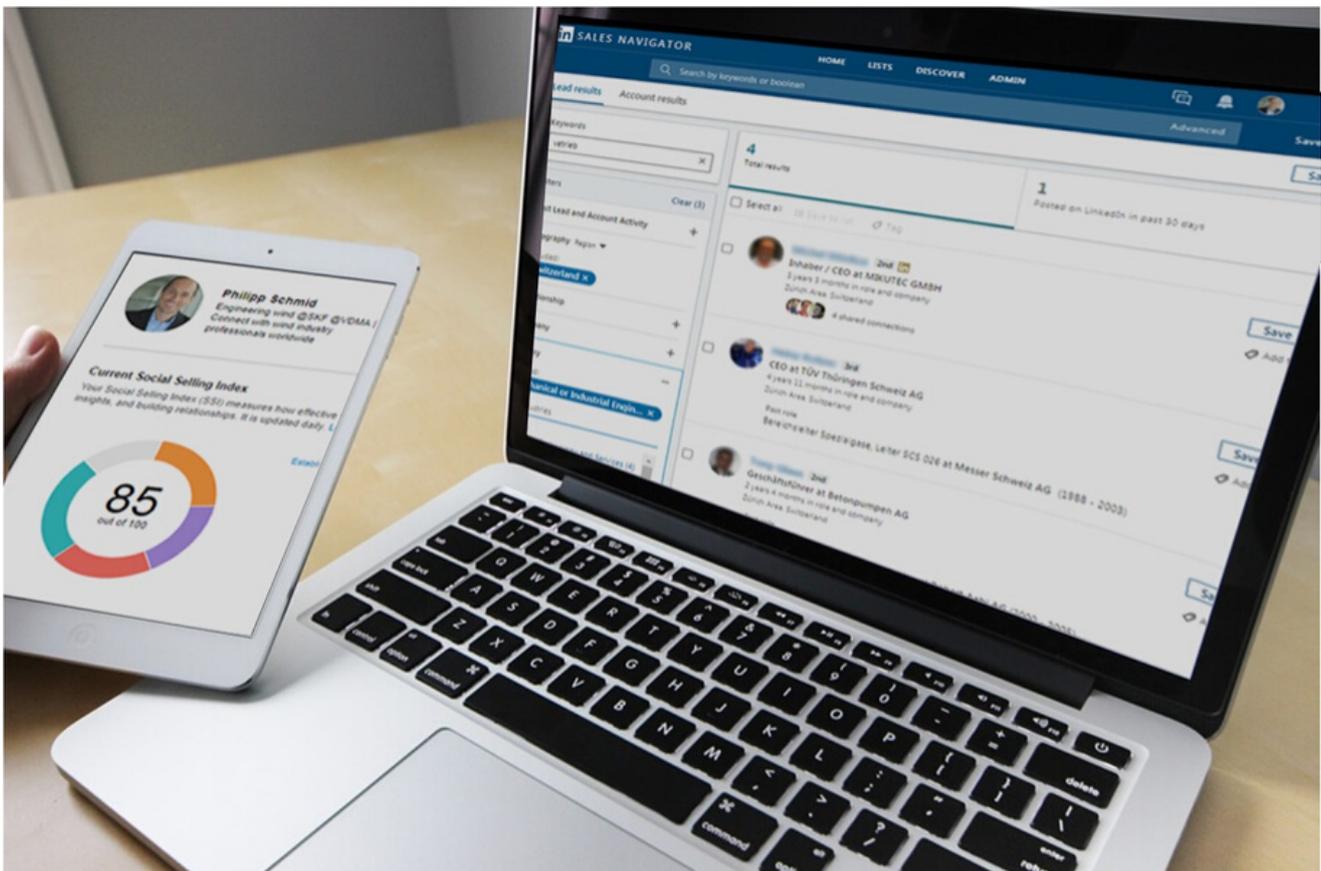
**4. Engagement:** The next logical step is to engage with your contacts and share content relevant to your niche.

**5. Move it Offline:** Once you have established a relationship, you can invite your contacts to offline events or try to make a few sales.

**6. Monitoring:** Get more contacts and learn more about your existing contacts with the sales navigator.

### LinkedIn is More Effective for Business to Business Promotion

In the recent years, LinkedIn has emerged as a top platform to generate business to business leads. With 630 million plus professionals, LinkedIn is the most effective place for B2B marketers to engage with decision makers, influencers and leaders. You can benefit from this 'full of opportunities' platform if you learn the art of social selling from an expert.



## 4. Doiminating Social Selling Index (SSI)

Be more professional, more human, and more connected. Your SSI score will strenghten.

Social selling is different than other social media promotion methods. On LinkedIn, social selling is all about finding prospects and building relationships.

These relationships can become fruitful when you promote your products or services in a strategic manner. Mean to say, you sell a lot without selling (in a traditional manner).

You can use LinkedIn to build an audience for your company and connect with professionals in your niche. But how to strengthen your social selling skills? Just improve your social selling index.

### Understanding Social Selling Index

Social Selling Index (SSI) on LinkedIn is actually your social selling score.

An intelligent algorithm works behind SSI. Several factors affect your SSI. The more professional and connected you are on LinkedIn, the higher your SSI will be.

### Importance of Social Selling Index

All LinkedIn members have a social selling index (SSI). As B2B marketing and sales professional, you should try to increase your SSI to become better sellers on LinkedIn and other platforms.

Your SSI tells them where you stand now and where you need to be. The checklist on the next page helps you master SSI. You can check your SSI on LinkedIn.

### How to Check Social Selling Index?

Open the link below to check your social selling index: [www.linkedin.com/sales/ssi](http://www.linkedin.com/sales/ssi)



# 12 Steps to Becoming a Social Selling Expert

1. Choose your preferred social network(s)
2. Find your brand's unique value proposition
3. Check your buyers' interests without stalking
4. Follow your buyers on social media websites
5. Check your buyers' posts to find their needs
6. Interact (like, comment, share) tactically
7. Keep engaging with your prospects regularly
8. Publish new content (or at least share content)
9. Get social selling training from an expert
10. Join LinkedIn Premium for more benefits
11. Stay focused & measure progress routinely
12. Keep optimizing progress & don't get bored

## 6. How to Learn Social Selling

Social Selling Index (SSI) on LinkedIn represents how effective your promotion is.

It is clear from the above discussion that social selling is effective and can outperform different other methods of promotion we use to generate sales leads on social media.

### Learning Social Selling Yourself

You can try to master the art of social selling yourself but it is going to take very long. The best practice is to attend

hands-on training where a prolific coach makes your sales life easier.

### Social Selling Training by an Expert

Even if you are not able to travel, you can attend online training without compromising the quality. To learn social selling properly, you should attend a training session by a leading expert. Dr. Philippe Schmid is one of the best options.



# 7. Social Selling Training by Dr. Philipp Schmid

Be more professional, more human, and more connected. Your SSI score will strengthen.

Based in Switzerland, Dr. Philipp Schmid is a top sales trainer in Europe.

## Education and Experience

Dr. Philipp Schmid is an MBA and Ph.D. Main areas of his research include marketing management and industrial management. He is an experienced and result-driven marketing manager and technical expert. He is currently working as the marketing manager for global wind energy, metals industries at SKF's Group.

## Social Selling Expertise

Over the years, he learned effective ways to bring results through content strategy and different other opportunities online. He believes that social selling should be an important part of your sales strategy.

He has been training B2B marketers and salespersons for several years now.

## Training Experience

Dr. Philip Schmid has got intensive training experience. He has been training for many years now. He brings extensive professional experience to the industry. He is eager to share his knowledge, with marketers and business leaders.

His trainings made firms sell products, services fast & at a high rate. If you want to grow your business, you should choose him to reach your true sales potential.

## Contact Details

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Social Selling is not new but it is here to stay. Learn more by contacting Dr. Philipp Schmid.

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11.

# Bonus

LinkedIn Events, LinkedIn Surveys, and QR Codes are important these days.

## 1. How to Generate a QR code connected with your LinkedIn profile

To find your QR code:

1. Open the LinkedIn app on your mobile device.
2. Tap the QR code in the Search bar at the top of your LinkedIn homepage.
3. Tap the MY CODE tab to find your QR code. You can tap
4. Save To Gallery to save a copy of your QR code to your mobile device's photo gallery.

## 2. How to create an event in LinkedIn?

To create an Event:

1. Click the "Home" icon at the top of your LinkedIn homepage.
2. From the panel on the left rail, click the + Add icon next to Events.
3. In the pop-up window that appears, enter your information in the fields provided. From the Organizer drop-down,

select whether you'd like to create the Event from an individual profile, or as a Page (if you're a Page Admin).

2. Click Create. You'll be redirected to the Event page.

## 3. How to create a survey on LinkedIn?

To create a poll from your homepage:

1. Click Start a post.
2. Click Create a poll.
3. In the Create a poll window, type your question and fill in the options. There is a minimum of two options and a maximum of four options on a poll. Click +Add option to add another option.
3. Select the Poll duration from the dropdown. The default duration is one week.
2. Click Next.
3. Click the Edit icon to edit the post. Select who you want to share the poll with.
2. You can add more to the post in the What do you want to talk about? field (optional).
3. Click Post.



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— DR. PHILIPP SCHMID —

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