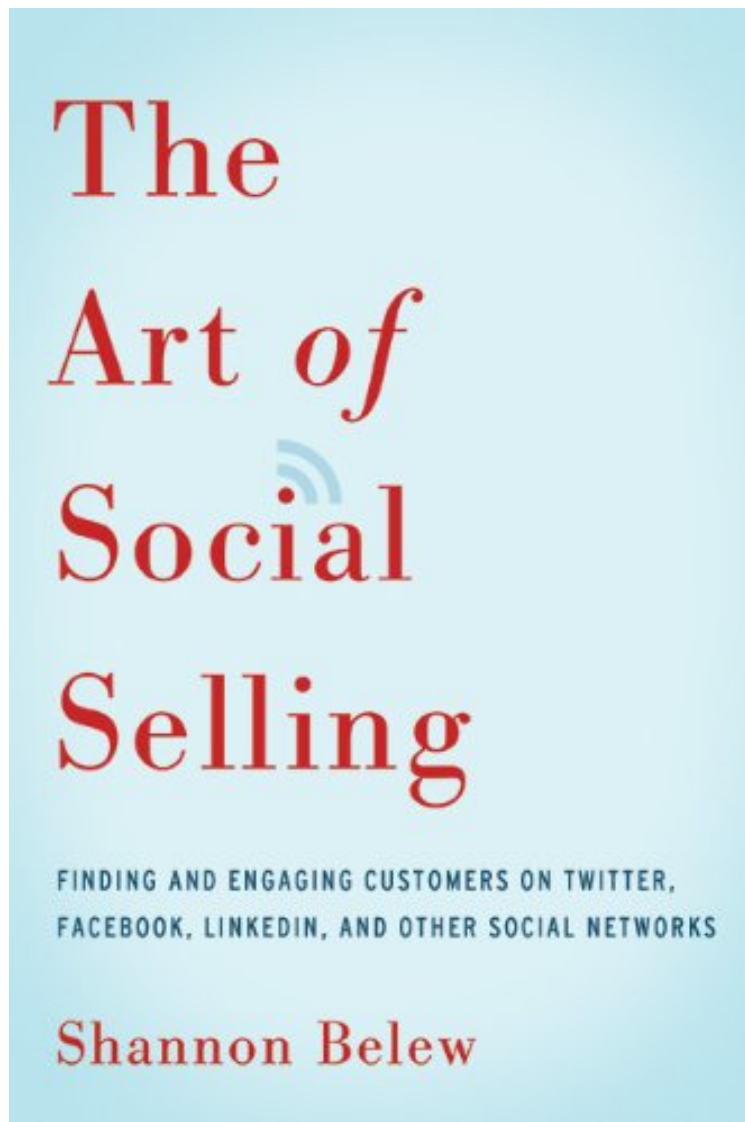


(Download) The Art of Social Selling: Finding and Engaging Customers on Twitter, Facebook, LinkedIn, and Other Social Networks

The Art of Social Selling: Finding and Engaging Customers on Twitter, Facebook, LinkedIn, and Other Social Networks

Shannon Belew

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Patient AttractionBy William B. WilliamsI loved this book. Read it cover to cover, outlined and bullet pointed every page. A real primer for those who want to know what works and what to do to be engaged with the social platforms that are the currency of the 21st century.0 of 0 people found the following review helpful. Required Reading for B2B Sales Leaders and Sales ProfessionalsBy @StandardofTrustShannon has written a brilliant book on social selling. It is an easy read in understanding what social selling and how to be effective. I have been applying it to my own social selling efforts and it has doubled my lead generation efforts. I am much more mindful of the "social ponds I am fishing at " and why. I am a b2b social selling speaker, trainer, and coach and have benefited from the knowledge shared in The Art of Social Selling.This book should be added to every Chief Sales Officer and Sales professional's library.0 of 1 people found the following review helpful. Good quality and excellent serviceBy Kevin J. EmeryI think the layout of the book could've been simpler.

Social media platforms such as Facebook, Twitter, LinkedIn, and Pinterest are changing the way consumers make purchasing decisions . . . and tapping into these online communities has become a necessary part of any integrated sales strategy. Citing enlightening research and real-world examples, this smart, practical guide presents readers with a detailed methodology for growing sales and expanding their customer base using social media. Readers will learn how to: bull; Use content and conversations to build online relationships that transition to salesbull; Execute realistic sales strategies for each of the major social media platformsbull; Spot social media trends that may influence future buying behaviorsbull; Sell online in B2B and B2C environmentsbull; Turn social shares (likes, favorites, +1s) into social salesbull; Set tangible goalsbull; Use online tools and analytics to track social influencers and identify relevant conversations as they are happening Complete with a chapter dedicated to capturing mobile salesmdash;a segment poised to explode as the adoption of smartphones and tablets growsmdash;The Art of Social Selling is essential reading for every sales professional.

"...provides readers a practical guide with a detailed methodology for growing sales and expanding their customer base using social media." --Examiner.com "If you are a salespersonhellip; make The Art of Social Selling the next book you read." --Eric Jacobson On Management And Leadership "Belew's focus is narrow and deep, thoroughly exploring the role of social media in the realm of sales and selling." --Choice lldquo;hellip;shows that high performers will do even more business using social mediahellip; good resource for sales pros and leaders." --Knights on the Road From the Back Cover The sales and marketing process has been forever changed by social media, and with customers increasingly influenced by peers, brands, and even total strangers online, tapping into networks such as Facebook, Twitter, and LinkedIn has become an essential part of any sales strategy. Featuring case studies of companies that have used social selling to drive traffic, increase sales, and encourage engagement, this book reveals what works and what doesn't when engaging with online communities. Yoursquoll learn how to: bull; Have persuasive conversations through social media instead of exclusively by phone, email, and face-to-face meetings bull; Create powerful first impressions with your online profile bull; Turn social shares (likes, favorites, +1s) into social sales bull; Use content to build online relationships that transition to sales bull; Set tangible goals bull; Spot social media trends that may influence future buying behaviors bull; Execute realistic, methodical sales strategies for each of the major social media platforms, including Facebook, Twitter, LinkedIn, Pinterest, and Google+ bull; Build social selling into your schedule bull; Use online tools and analytics to track social influencers and identify relevant conversations as they are happening bull; Sell online in B2B and B2C environments bull; Integrate your online and offline sales efforts Including a chapter dedicated to capturing mobile salesmdash;a segment poised to explode as the use of smartphones and tablets growsmdash;this book provides a clear and comprehensive overview of the various social networking sites available to you as well as a practical plan for integrating social selling into your online sales strategy. Sales is about relationships . . . and if you don't expand your ability to make them and develop them in the online social arena, you risk falling by the wayside and losing out to competitors. Filled with examples and usable strategies, The Art of Social Selling reveals practical, up-to-the-minute methods for consistently reaching a greater number of high-quality prospects, spreading the word about what you have to offer, and boosting your bottom line. SHANNON BELEW is a digital marketing advocate and top-selling author of Starting an Online Business for Dummies, All-in-One. She currently manages the online marketing and lead-generation efforts for a global IP telephony company. Her blog, OnlineMarketingToGo.com, focuses on topics including social media, social selling, mobile strategies, and content development. About the Author SHANNON BELEW is a digital marketing advocate and top-selling author of Starting an Online Business for Dummies, All-in-One. She currently manages the online marketing and lead-generation efforts for a global IP telephony company. Her blog, OnlineMarketingToGo.com, focuses on topics including social media, social selling, mobile strategies, and content development.