



EVOLUTION OF SALES: THE SURVIVAL GUIDE

*Old-school
selling is on the
brink of extinction.*

Sales professionals must harness
virtual and social tools to survive
in today's new sales world.



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HUNTING VS. HUNTED

Adapting to the Demands of the Educated Buyer

By Scott Tapp, PGI EVP Sales & Marketing



Your buyer might know more than you!

One of the most profound shifts in the current sales experience has nothing to do with the modern-day sales executive; the change lies wholly within the mind of the prospect. Contemporary sales teams are challenged most by a single factor: the educated consumer. This data-driven, all-access world we live in accelerates communication, information sharing and transparency — all with the click of a button.

Long before purchasing a product, today's consumers are highly knowledgeable of their options within any given market. They no longer look to sales professionals to provide information — nor do they trust brands as de facto qualified resources. It's not just that buyers start the sales process without you; research demonstrates that consumers typically complete most of the purchase journey before having any contact with sales.

In fact, according to Forrester Research, the average buyer has completed between 60 and 90% of their decision-making process before engaging a sales professional.¹

There is no doubt that by the time your sales teams interact with them, prospects are far more informed about your business than you are about theirs.

As a result of greater access to and familiarity with information, customers are demanding more expertise from sales representatives. Sales personnel must adapt to this transforming environment or face extinction. Sales people must transform into expert consultants who gather new customers, while maintaining their base.

Understanding why and how to engage with today's social business environment starts with recognizing changes in buyer communication patterns, product knowledge and online behavior. Sales pros must learn how to tap directly into the digital origins of these new concepts. We know customers are online and that they use the Internet to research purchases.

As consumers evolve, so must sales professionals, particularly in their use of modern communication tools, particularly social media.

These new communication avenues — all of which will be discussed in detail within this eBook — will allow sales teams to be where their customers are, regardless of geographical boundaries. Consider the following:

- + Inside sales is growing 300 percent faster than outside sales.² The shift is towards inbound sales teams and new tools for prospecting — do you know what these are and how to use them?
- + Sellers must adapt their processes, tools and training to find and engage the right people and build their professional networks.
- + Regardless of these new tools, we are all still human beings, wired with our “Old Brains.” How can sales professionals combine biology with technology to reinvent customer conversations?
- + The importance of context and how sales professionals can tailor content and messages by evaluating customer environments, both organizational and virtual.

The business benefits of embracing the educated consumer are exciting, because they offer numerous opportunities for growth. Yet, sales pros can get lost in this new sales world without an understanding of where your prospects find information and how they want to be engaged. You risk obsolescence if you play by their rules and not yours.

INTRODUCTION

Are your sales techniques becoming extinct?

THAT WAS THEN



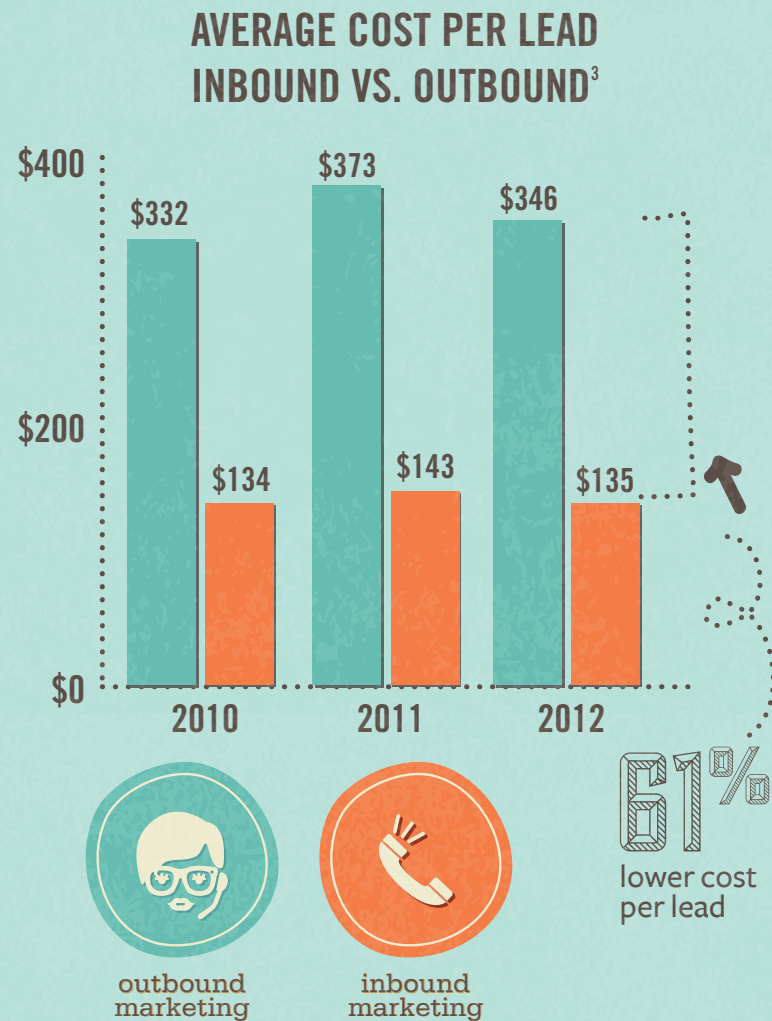
THIS IS NOW



THE NEW ERA OF THE COLD CALL

How Natural Selection is Moving Sales from Outbound to Inbound

By Jonathan Farrington, Senior Partner at Jonathan Farrington & Associates and CEO of Top Sales World



Inside sales is growing **30%**

faster than outside sales.

The number of inside sales departments is projected to grow from 800,000 in 2009 to over 2M this year.

DAVE STEIN, CEO OF ES RESEARCH

The trend for inside sales is not coming — it has arrived and is sitting at our doorstep. Fuel and labor costs have soared and, because of intense competition, the prices of our products and solutions have largely flat-lined — as have sales achievement levels. Natural selection is now at work in sales teams everywhere. Companies have been forced to examine the complete cost of outbound sales, and what they discovered is startling. According to inbound marketing leader HubSpot, the average cost per inbound lead is 61 percent lower than an outbound lead.³

Research by Sirius Decisions supports the HubSpot data and indicate that inbound leads cost less and have higher conversion rates than outbound leads, though an integrated approach between the two is considered optimal.⁴ Inbound marketing techniques such as strategic search engine optimization, blogging to build thought leadership positioning and the prolific use of social media tools allow sales executives to target relevant prospects who can learn about products and services on their terms. Today's educated consumer will find you — will you be ready?

Virtual tools can empower sales professionals like never before, driving a new economic equation for business in this economy. According to Dave Stein, CEO of ES Research, "Customers everywhere increasingly prefer virtual interactions with sellers. Trend data reveal that sales organizations are shifting resources from outside to inside sales. Inside sales growth is 30 percent faster than their outside sales counterparts. The number of inside sales departments is projected to grow from 800,000 in 2009 to over two million this year."³

SO WHY ARE BUSINESSES EVOLVING TOWARD INBOUND SALES?

The traditional "cold call" once seemed indispensable to the selling process — the time and expense were a basic cost of doing business and necessary for survival.

But according to a recent study by InsideView, more than 90% of CEOs said they never respond to cold calls. The return on cold calling has decreased so drastically that it is essentially extinct.⁵

The good news is that there are better choices. For many companies, social media channels and web conferencing tools have now made the cold call an option, not a necessity. Advances in technology mean we can now effectively conduct face-to-face meetings online and manage five, six and even seven meetings in one day. In addition to our virtual face-to-face schedule, we can reach out to prospects through social media channels and step into the native world of the educated consumer.

Regardless if you are selling B2B or B2C, your prospects are online and getting younger each day due to the growth of the Millennial Generation. These digital natives are especially adept at using online channels to discover brands and information, heavily relying on

the Internet for information. According to Forrester Research, 43 percent of users ages 24 to 32 use social networks as their primary resource for brand and product information. In fact, social networks are now the preferred means of discovery for nearly one-third of all Americans; regardless of age, that number is up from 18 percent in 2010.⁶ The model of modern sales is simple and more effective without the traditional cold call.

The educated consumer demands relevant knowledge about their business and their specific needs; sales people must respond with timely intelligence in order to achieve successful engagement. Instead of wasting valuable time with dozens of cold calls that never manifest in true relationships or closed deals, sales professionals should focus their efforts on prospects who have already entered the buying cycle and demonstrated interest in what they have to offer. By focusing time and energy on the prospect that offers growth in their natural habitat, you'll both win.

By targeting prospects using social media tools such as LinkedIn™ and Twitter™, sales executives can identify companies ripe with opportunity and cultivate intelligence on market shifts, new product offerings, acquisitions and more. They can tie your product to prospect needs and make the sales conversation relevant again. Inbound sales teams may be a reaction to a shift in the economic market, but with the right tools this shift will be a giant leap forward.

SURVIVAL OF THE FITTEST

Expect More Tech-Savvy Buyers in the B2B Gene Pool

By Ralf VonSosen, Head of Marketing for Sales Solutions at LinkedIn

Today's B2B customers are technology-savvy and socially empowered. No longer do buyers depend on sellers for education and information. Information is only a click — or a network connection — away.

ONLY THE STRONG WILL SURVIVE

Sellers must adapt their processes, tools and training to this new reality. One vital component is how sellers can use LinkedIn, the world's largest professional network, to:

1. Build their professional brand.
2. Find the right people to engage.
3. Know what to say to be compelling.
4. Find out how to get connected, instead of making a cold call.

BUILD A PROFESSIONAL BRAND

Develop a reputation as an expert that showcases experience and increases credibility. This is accomplished by ensuring that your LinkedIn profile is complete and specifically adapted to your target customer. In addition, sales professionals should participate in discussion groups (especially those outside the sales industry) and share updates that provide meaningful insights, provoke conversation and produce opportunities to engage with and influence contacts.

FIND THE RIGHT PEOPLE

LinkedIn's global network of more than 250 million professionals can be accessed with sophisticated search tools and provide sales executives the ability to find exactly the people they seek. Sales professionals can now filter for numerous characteristics, such as geography, company, title, seniority and many other facets.

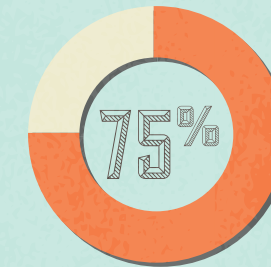
KNOW WHAT TO SAY

Sales leaders can prepare for meaningful prospect conversations with unprecedented efficiency and effectiveness by diving deep into LinkedIn profiles, company pages and discussion groups to gather intelligence about their prospects. Not only can they find relevant topics, but they can also determine optimal moments to engage prospects. By investigating timely topics and industry trends, sales executives can target prospects with tailored content to determine if there is a compelling trigger event driving the prospect to make a change — and a potential purchase.

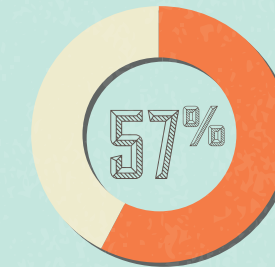
GETTING ENGAGED

Transforming relationships into mutually beneficial networks allows sales professionals to make the most of their connections. By nurturing and evolving their network, sales executives develop the ability to access warm introductions to their prospects and avoid inherently unsuccessful cold calls and emails. A warm introduction builds upon a foundation of trust and creates a meaningful relationship much more easily than a cold call, and ultimately increases the chance of the sale.

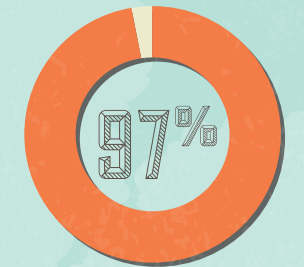
How have today's enterprise buyers evolved?



of B2B purchases are influenced by social media⁷



of buying decisions are made before a sales rep is involved⁸



of cold calls do not work⁹

Social Media Tips to Ensure Your Survival

- ✗ **BE SELECTIVE.** Meaningful content only.
- ✗ **CHECK SOURCES.** Never publish without reading.
- ✗ **NOT TOO MUCH (1 PER DAY).** Never blast multiple posts in a row.
- ✗ **ADD YOUR POINT OF VIEW.**
- ✗ **DON'T SELL.**

THE “OLD BRAIN”

Selling to the Real Buyer

By Colleen Stanley, President of SalesLeadership, Inc.

Sales professionals are taught to secure a meeting with the real decision maker when working to close the deal. Terms such as the “economic buyer,” the “technical buyer” and the “user buyer” are analyzed frequently during sales meetings to determine their role in purchasing decisions. Sales managers stress the importance of setting meetings with all purchasing influencers in order to learn key criteria that will help win business.

However, there is one more purchasing influence to consider when selling — the amygdala, or what is often referred to as the “Old Brain.” The amygdala, a set of almond-shaped neurons located in the brain’s medial temporal lobe, is involved in emotion and decision-making. It’s referred to as the Old Brain because it was one of the first areas of the brain to develop.

Though we have evolved as a species, this part of the brain remains and it has an important job: to keep you safe. It is not logical or rational in making that decision, which is exactly why salespeople need to pay attention to the amygdala and adjust their sales approach accordingly.

Sales executives can use this knowledge to their advantage by understanding and targeting the Old Brain and its needs. When the Old Brain doesn’t feel safe, it often sends a person into fight-or-flight mode, which is not good for building rapport, trust and sales.

Below are four common mistakes salespeople make that turn a sales meeting into a “survival meeting” and tips on how to overcome them:

1. SALESPEOPLE STILL SUBSCRIBE TO THE “ABC” METHOD OF SALES.

Translation: Always Be Closing. They ask leading questions they hope will lead to a sale. Questions such as, “So, Mr. Prospect,

if we could do this, this and this, would you want to sign up today?” The Old Brain senses a hard close coming and alerts the prospect to the danger ahead. Leading questions send a prospect into fight-or-flight mode.

The result is “no sale” because the prospect didn’t feel safe during the meeting. A better way to phrase the statement could be: “Mr. Prospect, those are some of my ideas and recommendations. What do you suggest as a next step?” Give the prospect control and choice. He feels safe and you win more business.

2. SALESPEOPLE ARE OFTEN TOO ENTHUSIASTIC.

How many of you were taught to be enthusiastic when you entered the sales profession? Your intent may be good; however, your energetic self might be putting the instinctive Old Brain on high alert. “Danger, danger! Loud person in the room.”

If you are meeting with someone who is a little more low-key, it’s important to adapt your communication style to match your prospect’s volume of speech. Observe and adjust your energy level to that of the prospect. Our Old Brain wiring encourages us to buy from people we like and who are like us. And after the meeting (if you haven’t already done so), follow them on Twitter and LinkedIn so that you can continue the conversation on a different level — one they might now be more comfortable with.

3. SALESPEOPLE TRY TO OVERTLY OVERCOME OBJECTIONS.

When you start trying to overcome objections during a sales meeting, the Old Brain immediately triggers your prospect’s fight-or-flight survival mechanism. Instead of overcoming objections, recast them as dialog and facilitate a conversation around the potential challenges to implementing your solution.

The amygdala, or Old Brain, is involved in emotion and decision-making.



For example, if your prospect is really busy, it’s your responsibility to bring up the potential problem of time. “Ms. Prospect, I think there are some things we can do to help you; however, let’s discuss how much time it will take to execute some of these changes. I know your time is limited.” Your prospect will appreciate your empathy toward the constraints of her schedule. Instead of overcoming objections, bring them up. Your candor creates credibility with prospects and keeps the conversation safe and open.

4. PROSPECT TO THE OLD BRAIN.

How many of you reading this eBook have been invited to “connect” with someone who failed to customize their request? Or received a prospecting email from a salesperson that was generic and flat?

The human brain is hard-wired for comfort and it’s not at ease responding to a salesperson who has not established common ground in the conversation. Research your prospects and include information showing you’ve done your homework in your LinkedIn request or prospecting email.

As just one example, if your prospect received an award (about which you would be notified immediately via a targeted Google alert you previously set up), you can include a personal note of congratulations through LinkedIn, Twitter or email.

Be sure to include selling to the Old Brain in your pre-call planning process, as it is a vital buying influence. Eliminate leading questions, monitor your enthusiasm and bring up potential objections as a part of the sales dialog. Respect the Old Brain and keep the buyer safe to create bigger sales conversations.

When the *Old Brain* doesn’t feel safe, it often sends a person into fight-or-flight mode.



THE SOCIAL CONTENT KINGDOM

Transforming Interactions from Push to Pull

By Tamara Schenk, Research Director, Miller Heiman Research Institute

As marketing has evolved in the digital era, one of the most frequently heard axioms is “content is king;” and if a kingdom ever had a queen, “context” would rule right alongside content. Content without context does not create additional value, neither for sales professionals nor for potential buyers.

Both king and queen — content and context — are powered by the royal household: the modern technology that surrounds us. Our smartphones are ever-present and apps for both work and pleasure are endless. The shift from a “push” to a “pull” world of commercial messaging has been thoroughly documented by now. A better way to sell is to target customers and prospects using tools that embrace context as much as content. Consider the following dimensions in your approach:

CONTEXT DIMENSION 1: TARGET SPECIFIC SELLING SITUATIONS ALONG THE CUSTOMER'S JOURNEY

Within this dimension, you discover where your prospects and customers are in their problem-solving journey and tailor content to the specific stages. Modify your value proposition messages along a spectrum by either:

- + Value hypothesis and value propositions (why change?), or
- + Unique value propositions and value confirmations (why are you the best choice?)

Research where your prospects and customers are in their problem-solving journey and use social media to your advantage:

- + Begin the journey by researching Twitter and LinkedIn for your prospects and stakeholders.
- + Target keywords and hashtags relevant to your product or service, as well as the pain points of your prospects.

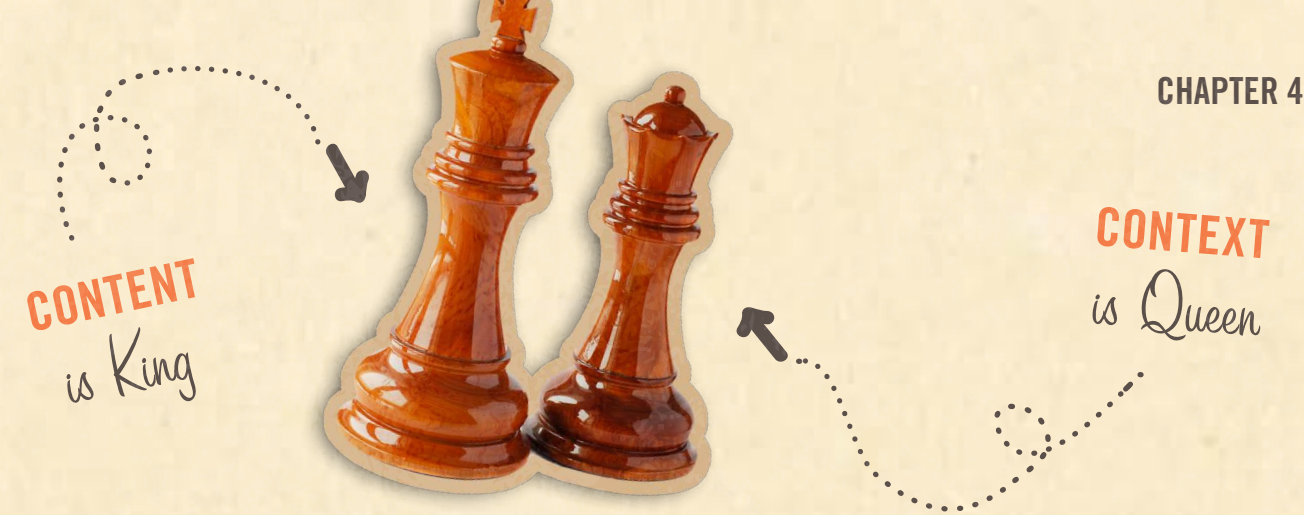
- + Depending on the stage of your customer's journey, review your competitors' Twitter handles.
- + Join LinkedIn groups outside of sales discussions — join industries outside of your own to hunt new ground and gain new information in the questions and dialog.
- + Watch for customer comments on your competitors' social networks.
- + Come to the conversation with something — offer insights and information, borrowing thought leadership from your corporate blog and industry white papers.

CONTEXT DIMENSION 2: UNDERSTAND AND ALIGN TO SPECIFIC BUYER ROLES

In the second dimension, you can dig deeper into the roles of the relevant decision maker(s), understand the levels and roles of varying stakeholders and further tailor your messages to the pain points and different perspectives of impacted audiences.

This is no easy task, particularly for enterprise sales executives; the prospect is not a single buyer but a committee of several individuals, each with varying needs. The relationship between increased accountability and falling budgets becomes clear as the number of impacted and active stakeholders rises and the more cross-functional challenges must be mastered.

The easiest way to cluster buyer roles is to create a matrix of your stakeholders and map (1) level within the organization and (2) function. These two layers will help define fundamentally different perspectives and patterns, helping you define your clusters and build assumptions about how to tailor both context and content. Start building your clusters according to which roles are more interested in:



- + Effectiveness, the overall investment and ROI; or
- + Efficiency, such as managing budgets and cost savings

CONTEXT DIMENSION 3: USE VERTICAL COLOR AND LANGUAGE

“When in Rome...” And I hope you understand this sage advice better than Ron Burgundy did in “Anchorman.” This third and final dimension is vital. Research says that only 13% of executive buyers believe a salesperson can clearly demonstrate an understanding of their business challenges and articulate potential solutions.¹⁰

Yet it is these crucial aspects of understanding and value that build trust — and close the deal. If your customers and prospects are to trust that you understand their business and provide value, it is imperative that you speak the language of their business.

Ideally, you understand three areas: your business, your customer's business, and the intersection of the two — and in that intersection, how it will most benefit your customer. This is what we call business acumen — such an important skill!

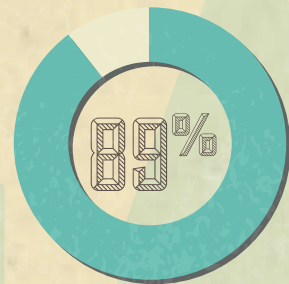
By developing a multi-dimensional contextual awareness of your prospects' environment, you will be able to tailor your content for greater relevance and impact. And by choosing social media channels already within the consumers' hands, you can transform your message from push to pull.



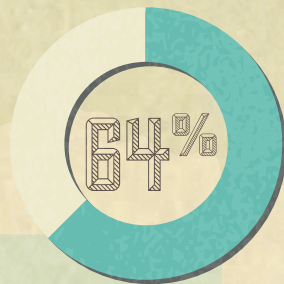
SALES

The New Sales & Marketing Ecosystem

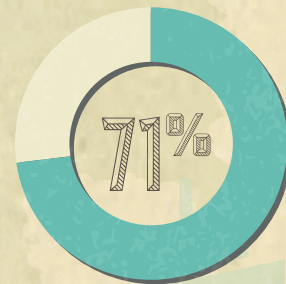
SOCIAL MEDIA IS A CRITICAL TOOL FOR LEAD GENERATION & QUALIFICATION



of marketers report their social media activities help them gain awareness¹¹



of marketers see lead generation benefits when they spend six hours a week on social media¹¹



of marketers find increased market intelligence when they spend six hours a week on social media¹¹

SOCIAL MEDIA IS A LEADING FACTOR IN THE NUMBER OF CLOSED DEALS FOR SALE PROFESSIONALS

79%

of those who used social media to sell, outperformed those who weren't using social media¹²

54%

of those who used social media tracked their usage back to at least one closed deal¹²

40%

said they've closed between two and five deals as a result of social media¹²

BUYERS

The New Consumer Habitat

BUYERS ARE SPENDING MORE TIME IN FRONT OF A SCREEN



smartphone/
tablet



television



On average, buyers spend close to 12 hours a day in front of a screen¹³



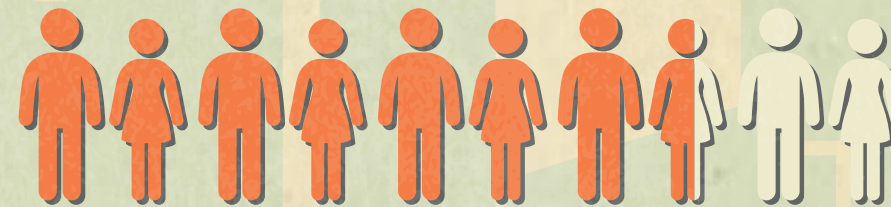
laptop/desktop

MOST COMMON ONLINE ACTIVITIES¹³

Social Networks	20%
Email	18%
Online Video	13%
Search	12%
Online Games	9%
Blogs	4%
Online Radio	3%
Online Newspaper	3%
Online Magazines	2%

SOCIAL MEDIA DRIVES COMPANY PURCHASE DECISIONS

78%



of respondents said that companies' social media posts impact their purchases¹⁴

IT DECISION-MAKERS RELY HEAVILY ON SOCIAL MEDIA IN THE DECISION MAKING PROCESS¹⁵



- 82% visit a social network at least monthly
- 78% use at least one social network for business
- 68% have engaged with a vendor on a social network
- 66% are influenced by at least one social network during their part of the process
- 62% share, like or retweet others' content at least monthly

How can video help your sales performance?

Recent studies show that many high-performing companies have found new ways to use video throughout the sales cycle in areas such as:¹⁷



conversions



lead nurturing



closing deals



post-sale communications

VIDEO EVOLUTION

Convergence of Video and Social Selling

By Brendan Cournoyer, Director of Content Marketing at Brainshark

It's no secret that online video has become an extremely popular (and powerful) marketing tool for B2B companies. In fact, video was the sixth most used tactic for content marketers in 2012, an evolving trend that has shown no signs of slowing down.¹⁶

The truth is that many of the attributes that make video such a valuable tool for brand awareness translate to the different phases of the selling stage, as well.

IT'S PERSONAL

Anyone can send a written email to prospective buyers, but video enables you to adapt your message and add a more personal touch to typical sales outreach. The ability to hear your voice or see your face creates an instant connection with prospects that can be nurtured into powerful customer relationships.

Combined with compelling content, these videos help position reps as a trusted authority in the marketplace (and as we all know, buyers tend to spend more with people they trust). Reps can create personalized messages that speak to the needs and challenges of specific audiences, and share that content with LinkedIn connections (or via other social channels) to separate themselves from the herd.

IT'S ENGAGING

Online video also enables salespeople to connect with buyers in a format they prefer.

Studies show that simply mentioning the word “video” in an email subject line can drastically improve open and click-through rates, and 59% of senior executives prefer watching online video to reading text.^{18, 19}

The impact of these messages is also more powerful as viewers generally retain information at a much higher rate when they can see and hear it. Combine all that with the fact that YouTube™ generates more than four billion hits each day, and it's clear today's audiences are crazy for online video.

IT'S CONVENIENT

Another inherent benefit of online video content is that it's available to buyers on demand. Unlike the cold-calling techniques that are rapidly becoming extinct, on-demand content is highly adaptive and empowers prospects to review your message at their convenience. And when compared with other content alternatives, such as written emails or tedious whitepapers, video enables reps to engage on demand without sacrificing impact.

Video allows you to reach buyers no matter their location. The popularity of smartphones and tablets for business use has skyrocketed in recent years, with more people than ever carrying little, portable TV sets at all times. Naturally, these devices also provide 24/7 access to social media, enabling salespeople to extend their reach and connect anytime, anywhere with prospects in their virtual habitat.

IT'S EASY

Finally, today's technology has made online video creation faster and easier than ever before. Practically every business professional now has a video camera built in to their mobile device, and online editing and hosting software has become both simple to use and exceedingly affordable.

Reps can also share that content seamlessly across a variety of social media channels. Videos can be embedded to LinkedIn profiles, shared on Facebook, linked in tweets or shared live via [PGi's iMeet® web conferencing tool](#).

As with social media marketing, the success of social selling is largely dependent on the quality of the content and messages being delivered. In this sense, the evolution of video for sales is undeniable.

THE VIRTUAL FIRE PIT

Integrating Social Media, Sales and Customer Conversations

By Niti Shah, Head of Sales Content at Hubspot

Social media is the fire pit of the Internet. Digital natives gather to share stories and to create and adapt this virtual world. The digital era has given rise to different designs and different applications, but one thing is certain: social media is here to stay. Sales executives must evolve their approach to make the most of it.

Ever-evolving and ever-present, social media is how we (and our prospects and customers) share content and interact with each other. On a personal level, it allows us to share what's going on in our minds and in our lives. On a professional level, it is a platform for building credibility, researching prospects, scaling conversations, keeping up with customers and adding a human dimension to your company.

THE PROFESSIONAL PUBLIC PROFILE

Establish yourself on outward-facing social media platforms, such as Twitter and LinkedIn. Make sure your profile is up to date, and invest a few minutes each day to building your personal brand: add connections; follow influential Twitter users; join LinkedIn groups; tweet and post interesting articles related to your industry; and reply, retweet, comment on and “like” other people’s posts. Regularly contributing to conversations in your field will help build your authority.

USING SOCIAL MEDIA TO UNDERSTAND YOUR PROSPECTS

Chances are your prospects are on social media, too. Take advantage of this: look at their LinkedIn profiles, Twitter streams and even their Pinterest™ accounts. For the purposes of prospecting, Facebook is generally not as conducive because it is a more personal social media channel.

Learning about who the prospect is professionally and personally will help you better understand how to approach

them during a call, which can be the difference between disinterest and progressing to the follow-up. Here’s a list of what to look for when prospecting on social media, where to find it and how it can help:

- + **What is their role?** (LinkedIn, Twitter) Their role will help you determine whether they are an influencer, decision-maker or in an area unrelated to what you are trying to sell. Avoid the latter, as they have no sway in the buying process for your product or service.
- + **How long have they been working in that role?** (LinkedIn) Someone who has only been in that position for a few months may not have as much influence in the buying process. On the other hand, a new person can mean more willingness to make changes and make a mark, which can be your opening.
- + **Do you have any common connections?** (LinkedIn, Twitter) You can bring this up in your prospecting email, or better yet, ask your mutual connection for an introduction. It will make you less of a stranger in your prospect’s eyes.
- + **What groups does he/she belong to?** (LinkedIn) Consider joining these, especially if it pertains to your industry.
- + **What articles and thoughts are your prospects posting?** (LinkedIn, Twitter, Pinterest) This is your glimpse into your prospect’s mind — what their interests are (both professionally and personally) and their potential pain points. You can leverage a recent article they shared in your email, and build rapport during calls by bringing up the fact that you love to bake if you noticed they have a Pinterest board dedicated to cupcakes.

CREATING DIALOGUE DURING THE SALES PROCESS

Once you have connected with a prospect, go ahead: use social media to engage them between calls. Follow them on Twitter and add them on LinkedIn. An easy way to not miss a thing is to add them to lists, or use social media software such as HootSuite or Social Inbox so you can monitor their social media activity.

Occasionally (no more than once in a few days, so as not to come off as a stalker) favorite, retweet or reply to a tweet and “like” or comment on their recent LinkedIn post — this will show that you are paying attention to them and are interested in what they have to say, which acts as positive affirmation at the virtual fire pit. This makes you likeable during the sales process and will ensure that you not just survive, but thrive in the sales process.

KEEPING A CUSTOMER HAPPY WITH SOCIAL MEDIA

Social media is also a fantastic tool to keep existing customers happy. If your company has a social media manager, make sure they are monitoring activity streams dedicated to customers. Account managers should also monitor their own customers’ activity streams. You want to continue the conversation post-sale: this shows that you’re invested in their long-term success.

Like the fire pit of ancient civilizations, social media is the heart of modern, virtual communications that sales professionals must tap into and nurture. And that means that any business that wants to stay in business needs to stop treating it as a fad and start treating it as a powerful tool for both sales and customer happiness.



A BETTER SALES CALL

Connect, present, chat, share and collaborate

iMeet lets you be more than just a voice on the other end of the phone. Connect, present, chat, share and collaborate to build stronger relationships with your prospects and customers – all in your very own meeting space online.

Take one look at iMeet and it will change the way you think about your sales calls.

iMeet Works For Sales



NO GUEST DOWNLOADS
iMeet is cloud-based so your prospects never have to spend valuable meeting time downloading complex software plug-ins.



FILE AND SCREEN SHARING
iMeet gives you the tools to make compelling sales pitches. You can upload files or share your screen.



MOBILE
Sales people are constantly on the go. iMeet is available on iPhone and iPad, making it simple to make sales presentations when you're not at your desk.



HD VIDEO
Make a more personal connection and let your prospects see you in action.



PERSONALIZED URL
iMeet gives you a personalized URL, that you can easily email to your prospects. It makes getting into the meeting very easy.



CONTRIBUTORS



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Farrington & Associates and CEO of Top Sales World, based in London and Paris. For more great articles from Jonathan, visit his blog at www.thesalesthoughtleaders.com



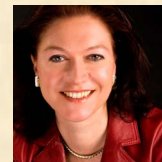
RALF VONSOSEN is passionate about the ability of technology to enable more meaningful and productive relationships among professionals. He has been a pioneer in the area of social selling

and continues to be not only an evangelist for social selling, but instrumental in creating the next generation of social selling solutions with LinkedIn. As the Head of Marketing for LinkedIn Sales Solutions, Ralf has the opportunity to be a leader in defining the frontiers of social selling, while also working with individuals, teams and entire companies in making social selling a scalable reality all over the world. Ralf has been involved in the CRM space, with an emphasis on sales and marketing, since the late '90s. His experience spans industry giants, such as Siebel (now Oracle) and SAP, to a series of smaller companies including MarketLive, and most recently InsideView. His roles have covered the areas of product management, product marketing, lead generation, business development & alliances and marketing communications & corporate marketing with a focus in the SaaS.



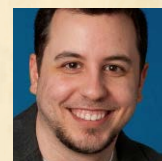
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ABOUT PGI



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