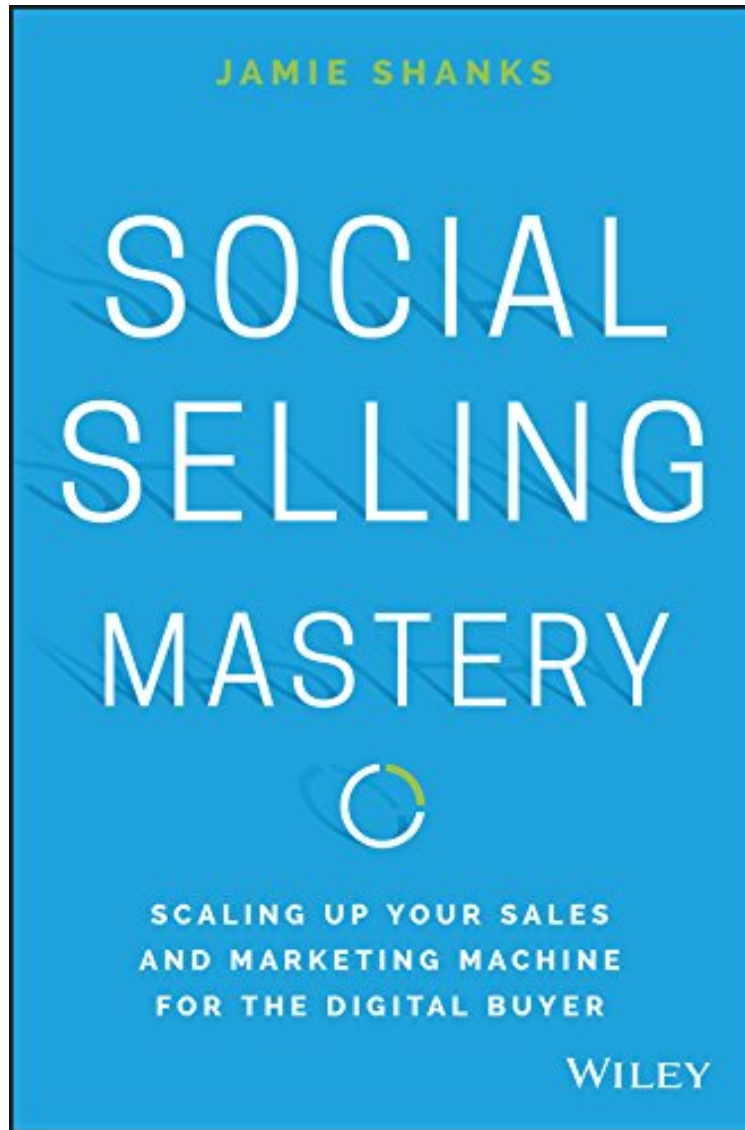


[Free pdf] Social Selling Mastery: Scaling Up Your Sales and Marketing Machine for the Digital Buyer

Social Selling Mastery: Scaling Up Your Sales and Marketing Machine for the Digital Buyer

Jamie Shanks

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Jamie Shanks : Social Selling Mastery: Scaling Up Your Sales and Marketing Machine for the Digital Buyer before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Selling Mastery: Scaling Up Your Sales and Marketing Machine for the Digital Buyer:

1 of 1 people found the following review helpful. What Wikipedia Can't Tell You About Social SellingBy James MuirUnless you've been living under a rock for the past few years you know that Social Selling is one of the most important trends in selling for decades. For that reason I was eager to pick up Jamie Shanks new book Social Selling

Mastery - Scaling Up Your Sales And Marketing Machine For The Digital Buyer. I'll be candid. Knowing Jamie Shanks from his presentations and blog posts, my expectation of Social Selling Mastery was that it would be a concise collection of social strategies for the individual. What I got however, was so much more. In addition to strategies for the individual, Social Selling Mastery contains information that is much deeper and rare. The book is broken down into three sections: Part One: Creating a Mindshift to Digital Transformation Part Two: Social Selling Mastery for the Sales Professional Part Three: Building a Lead Factory with Digital Content Marketing. I realized immediately how valuable and important these additional areas (Part One Three) are as I reflected on my own efforts to operationalize social selling within my own organization. Jamie's experience and lessons from the school of hard knocks come out loud and clear in these pages. It takes you to core issues (and frankly places you may not have considered) when it comes to successfully rolling out social selling efforts. Jamie doesn't mince words - which is a quality I like. He is not afraid to give tough medicine about why a given area is important and what is required to succeed. Many times within these pages he makes statements like "If you are not willing to do X you will fail." That spells it out for you clear and simple. Do you want this or don't you? Are you willing to do this or aren't you? What's so great is that because the path to success is spelled out so clearly you can fully comprehend what you are committing to. I find this candor to be one of the most valuable aspects of the book. A good of time is invested in the importance of, and how to, integrate marketing and sales. This is a chronic problem in almost every organization today and Jamie gets tactical on how to address this and why it must be addressed for long-term success in social selling. Bravo for not looking the other way and offering a practical steps on how to get there! The strategies for the individual sales contributor met my expectations and were given in the context of the entire change initiative. The value in Part Two of the book is outstanding and makes Social Selling Mastery a worthy investment for lone wolf types who may not have garnered the support of their entire organization yet. It covers everything from macro-level strategies to the daily routine sales reps should follow. This section alone is worth the price of the book. There is equal value for sales and marketing leaders who seek to embark on the absolutely necessary incorporation of social selling into their sales and marketing operations. Myths are dispelled and discrete, actionable advice is given how to get from here to there. This is extremely rare information right now and the knowledge shared in Social Selling Mastery comes right from the streets of reality as opposed to theory. My expectations of Social Selling Mastery were greatly exceeded. It's not just a collection of social selling tips. Rather, it is a guide on how to implement social selling for both the individual and the organization backed by both data and experience. That approach I feel, will make Social Selling Mastery much more of a timeless work that will continue to be valuable for years to come. I recommend it for both individuals as well as organizational leaders. 5 Stars. 2 of 2 people found the following review helpful. The only proven path to Social Selling! By Andrew This book is undoubtedly the most useful guide on how to get started with Social Selling. Jamie Shanks guides you through step-by-step tactics and strategies for building, managing and reinforcing digital transformation within a sales team. It covers everything from macro level strategies for leaders to a daily routine for every sales rep to follow. Also, Jamie and Sales for life (his company) have implemented digital social sales for all kinds of companies (Intel, SAS, Oracle, Thomson Reuters, etc). This book is a must! Social Selling Mastery: Scaling Up Your Sales and Marketing Machine for the Digital Buyer 1 of 1 people found the following review helpful. A Must Read For Any Executive, Sales, or Marketing Professional Who Sells B2B By Joseph P. Conroy Jamie presents clear and compelling reasons via 3rd party stats, how social media has disrupted the sales process and cycle. In the first chapter there are a series of statistics, where if you are a B2B executive, will chill you to the bone if you do not have a fully fledged, integrated (Sales/Marketing) social selling system in place. Jamie continues with a concise series of chapters which outline processes and strategies your organization can use to make sure you and your organization do not end up as a "Ghost, lost in a sea of screaming voices". By the end of the book you feel empowered, armed with actionable intel that will dispel the wraiths who try to keep you from adopting new paradigms and achieving new outcomes. This a book which will transform B2B organizations who adopt its principles, and practices. .

A concrete framework for engaging today's buyer and building relationships Social Selling Mastery provides a key resource for sales and marketing professionals seeking a better way to connect with today's customer. Author Jamie Shanks has personally built Social Selling solutions in nearly every industry, and in this book, he shows you how to capture the mindshare of business leadership and turn relationships into sales. The key is to reach the buyer where they're conducting due diligencemdash;online. The challenge is then to strike the right balance, and be seen as a helpful resource that can guide the buyer toward their ideal solution. This book presents a concrete Social Selling curriculum that teaches you everything you need to know in order to leverage the new business environment into top sales figures. Beginning with the big picture and gradually honing the focus, you'll learn the techniques that will change your entire approach to the buyer. Social Selling is not social media marketing. It's a different approach, more one-to-one rather than one-to-many. It's these personal relationships that build revenue, and this book helps you master the methods today's business demands. Reach and engage customers online Provide value and insight into the buying process Learn more effective Social Selling tactics Develop the relationships that lead to sales Today's buyers are engaging sales professionals much later in the buying process, but 74 percent of deals go to the sales professional who

was first to engage the buyer and provide helpful insight. The sales community has realized the need for change; top performers have already leveraged Social Selling as a means of engagement, but many more are stuck doing "random acts of social," unsure of how to proceed. Social Selling Mastery provides a bridge across the skills gap, with essential guidance on selling to the modern buyer.

From the Inside Flap If you're currently running a playbook of social selling tips, tricks, and tactics, that's a great start. Now, put away your quick-fix hacks and get out of the sandbox with Social Selling Mastery and establish the long-term trust real buyers are looking for in the marketplace. Now from Jamie Shanks, the pioneering expert whose name is synonymous with social selling, a complete social selling master's course for building the architecture to sustain long-term growth goals, year over year, while continuously enhancing your buyer's experience. It's as simple as that, and this step-by-step guidebook takes you through the entire process in micro-lessons. Every chapter is straightforward, with the theory and principles up front, and then digs into the specific, practical tactics you need to execute every day to apply them in the real world. Social Selling is next-level social media marketing, and this globally proven approach secures real, one-to-one, personal relationships that generate and retain revenue. Complete with ready-to use transformational skills to jumpstart your sales and marketing team's daily cadence. This is the global system used by hundreds of companies to: Use the latest, consistently successful methods to reach and engage customers online Strategically target and increase value and knowledge throughout the buying process Confidently create a repeatable process and upscale it to any size organization Because Social Selling Mastery takes a long-term approach to serving your customers through their individual buying cycles, Social Selling doesn't happen in a vacuum. This robust methodology requires complete buy-in from the entire organization, from the top down, and from sales, marketing and enablement/operations. Don't worry; there are three chapters dedicated to leadership buy-in, accountability and measuring success. Gaining commercial buy-in happens when you establish a benchmark of key performance indicators (KPIs), milestones and goals that align sales, marketing, and sales enablement/operations to grow return-on-investment (ROI). Whether you're outfitting a new start-up or upgrading an established organization for the marketplace, Social Selling Mastery gives you the blueprints and pro tools to build and maintain steadily growing revenue from an ever-expanding sales pipeline.

From the Back Cover Praise for SOCIAL SELLING MASTERY "Buying has changed more in the past ten years than the past hundred. Unfortunately, sales and marketing hasn't. Every sales, marketing, enablement, and operations leader needs a social selling blueprint, and this book is the best one I've seen." — JILL ROWLEY, CEO of Jill Rowley Inc. and #SocialSelling "If you have the 'itch' to become an entrepreneur (or sales to think like entrepreneurs) then you need to read Social Selling Mastery. It takes all the pieces and parts of social selling and pulls them together in an easy to implement roadmap for success." — TRISH BERTUZZI, President of The Bridge Group, Inc. "Jamie Shanks is the only person I would endorse for Social Selling Mastery. This book is the manifestation of his years of work helping shape the industry." — KOKA SEXTON, CEO of Social Selling Labs "Jamie Shanks is social selling. He's poured his heart and soul into helping his clients succeed in building and converting sales on the social web, and I can't believe he's now basically giving it all away in this awesome book." — MATT HEINZ, President of Heinz Marketing Inc. "Social selling is one of the hardest things to define, execute, and track the impact of these days. Everyone seems to have a different opinion on what it is and how to do it. This book is the most comprehensive collection of ideas, structure, and techniques to maximize your social selling efforts. It's not theory, it's real." — JON BARROWS, CEO of J. Barrows LLC "There are many people talking about social selling and very few making it happen. Jamie Shanks saw the social selling writing on the wall early in its evolution and not only began to utilize it but to translate it into a repeatable process that can be taught to sales people at scale." — JON FERRARA, CEO of Nimble, Founder of GoldMine "Today, there is no business as usual. Mastering social selling is your competitive advantage, as buyers expect salespeople to deliver value and relevance in every interaction. Success requires leadership and an aligned strategy between sales, marketing, and operations. Jamie Shanks prompts you to answer key questions in your journey to achieving Social Selling Mastery." — BARBARA GIAMANCO, Co-Author of The New Handshake: Sales Meets Social Media

About the Author JAMIE SHANKS is CEO of Sales for Life, the world's definitive social selling training and coaching company. He is a world leading social selling expert responsible for pioneering the space. He has trained thousands of sales professionals, from Fortune 500 companies to solopreneurs, and built social selling solutions in the majority of industries.