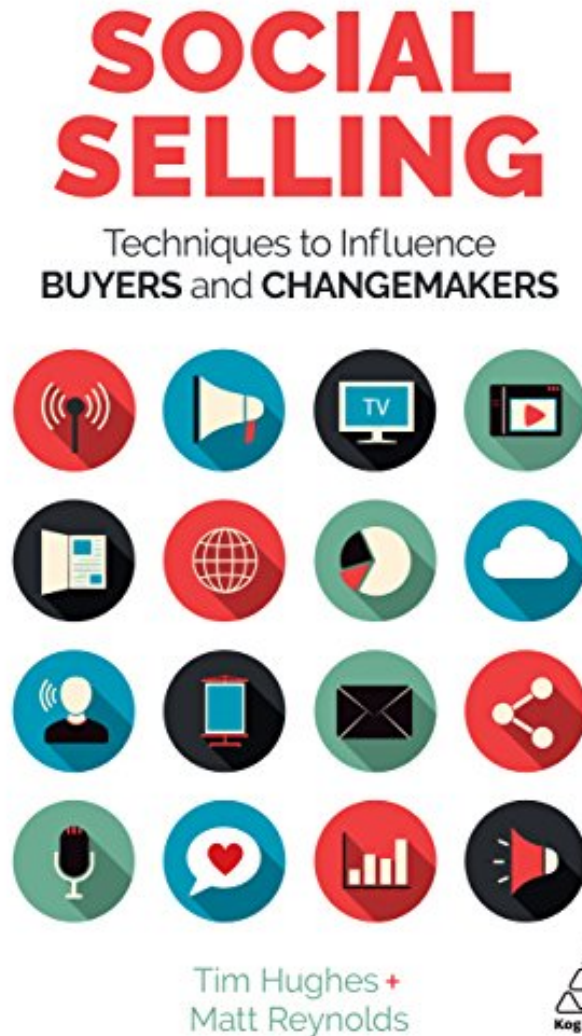


# Social Selling: Techniques to Influence Buyers and Changemakers

Tim Hughes, Matt Reynolds

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**Tim Hughes, Matt Reynolds : Social Selling: Techniques to Influence Buyers and Changemakers** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Social Selling: Techniques to Influence Buyers and Changemakers:

0 of 0 people found the following review helpful. An invaluable guide to social media and its best uses By S. M. Struhl This is a sharply written and highly insightful book. If you have found social media a somewhat baffling and perhaps intimidating space (as I have), this is definitely the place to start. You will learn a great deal about its power and best applications. The authors start with some intriguing premises about the value of social networks, build upon them, and show how you can make use of them. This book is clearly and concisely written and an invaluable resource for nearly anybody. Students also will find this an excellent way to understand this field and its applications. I will also

add that, as the author of three books, I find this the style and organization admirable. 0 of 0 people found the following review helpful. A must read for those who are ready to step into social selling! By Craig M. Jamieson Tim has done an excellent job of laying the foundation for social selling (changes in buyer behaviors) and then going on to explain that social selling and traditional selling are really not all that different (same fundamentals but new tools). It is quite obvious that Tim shares his thoughts from a perspective of experience rather than theory. For those sellers who have not yet taken the plunge into social, this book would certainly be a great way to start! 0 of 0 people found the following review helpful. I can't think of a better teacher or coach By Michael C. I would imagine others feel as I do ... that we woke up one day and what we thought we knew about "sales" had suddenly begun to change in big ways. I had been hearing rumblings about "social selling" but had no idea how to get started. Tim's book is outstanding. It not only explains how we got here, but all the whys and hows around embracing this brave new world ... and actionable specifics on what we must do now and each day going forward. I can't think of a better teacher or coach. Buy this book and you will jump start your Social Selling immediately. One of the best "sales" books I've ever invested in.

As the digital landscape has changed buyers' habits it's increasingly difficult to reach them early enough in their decision-making process using traditional sales methods. Developing relationships with decision-makers through social networks has become an increasingly critical skill - enabling sales professionals to engage early on and 'hack' the buying process. Social Selling provides a practical, step-by-step blueprint for harnessing these specific and proven techniques including:- How to use networks purposefully to build social trust and create a high quality community - How to develop real influence and authority in your subject area and connect with change-makers - How to scale the social selling strategy across an organisation including maturity and investment models, risk and governance, and technology platforms. Written by Tim Hughes, a thought-leader and renowned practitioner in social selling, and Matt Reynolds, one of the UK's leading technology sociologists, this is essential reading for sales professionals, digital sales directors, and SMEs who want to embrace the power of social selling in their organisation.

About the Author Tim Hughes is the co-founder of Social Sales Lounge, where he provides training and coaching on social selling.