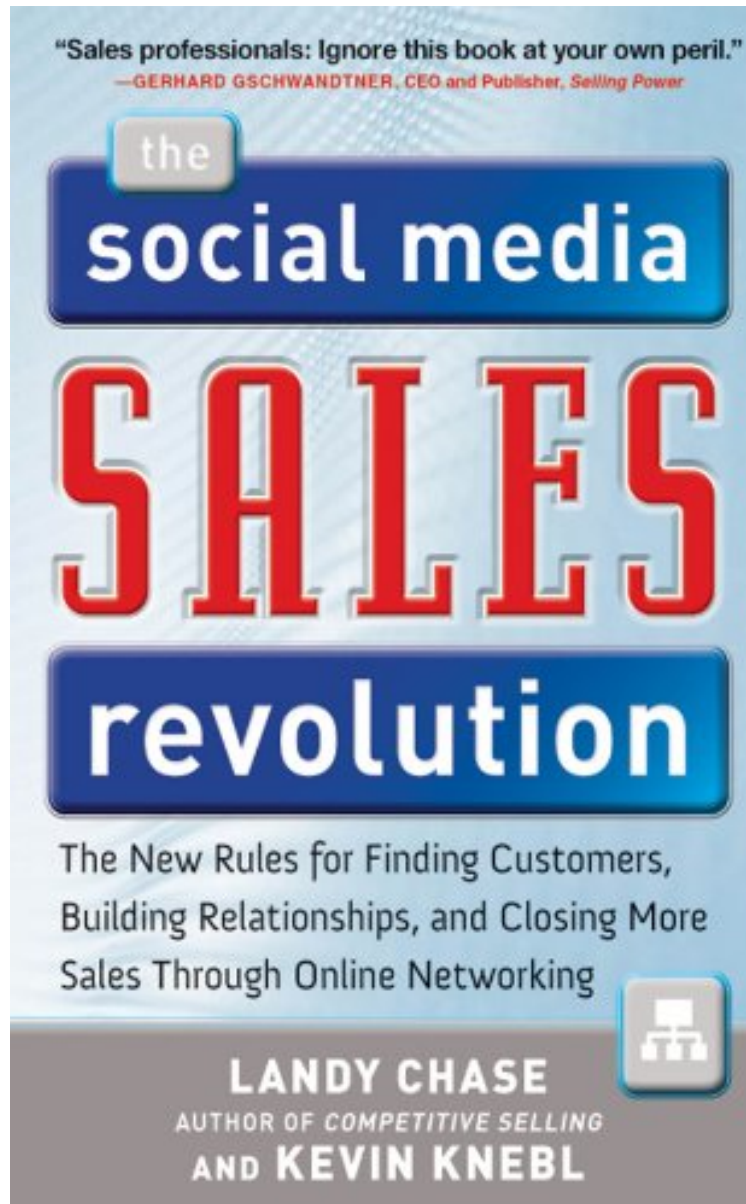


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# The Social Media Sales Revolution: The New Rules for Finding Customers, Building Relationships, and Closing More Sales Through Online Networking

Landy Chase, Kevin Knebl

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Landy Chase, Kevin Knebl : The Social Media Sales Revolution: The New Rules for Finding Customers, Building Relationships, and Closing More Sales Through Online Networking before purchasing it in order to

gauge whether or not it would be worth my time, and all praised *The Social Media Sales Revolution: The New Rules for Finding Customers, Building Relationships, and Closing More Sales Through Online Networking*:

1 of 1 people found the following review helpful. Excellent book. By A. Florey Don't let the fact that this book may have been published a few years ago fool you. The techniques are time-tested and easily adapted to whatever technology you have at hand. This is a great book for using social media for business. I'm reading it in early 2015, so LinkedIn has changed some features. But the philosophy is the same -- the tools to implement the philosophy are constantly changing. No matter. Get up to speed on the new tool features and implement the very well-explained philosophy of social selling, social marketing, that business building is all about relationships. If you focus on the relationship, the business builds naturally. 3 of 3 people found the following review helpful. The end of cold-calling? By Brian Farrell There no doubt -- the future of sales is in social media. *The Social Media Sales Revolution* by Landy Chase Kevin Knebl (McGraw Hill, 2011), lays out the new rules for finding customers, building relationships and closing more sales through online networking. The way we communicate with prospects and customers has changed, and your sales skills need to change if you want to stay in the game. Traditional methods, like cold calling are no longer effective -- social media websites are now your best tools to get in front of clients. The opportunities for developing relationships and selling are enormous on social media, and is based on six simple, yet fundamental, shifts the Internet has created for the future of selling in the B2B marketplace: Abandon traditional marketing Become a marketer first, and a seller second Build your sphere of influence Become a value generator Build your brand for top of mind awareness Work the (temporary buyer's) window The book also includes very detailed activities for you to undertake on social media sites like LinkedIn, Twitter and Facebook as well as chapters on Blogging and time management. The letter of inquiry process found midway through is priceless; you'll also learn the difference between TOMA and TOMATO, and why the latter is critical to your online success. Buy this book -- it's the one road map you need to generate offline sales from online marketing. 1 of 1 people found the following review helpful. Great Primer By Chris Crowell I picked this up after our top producing (traditional) salesperson departed and I wanted to diversify our approach to sales. Oddly enough, we had avoided social media, even though we are a technology company. This book was well organized, clearly written, and extremely informative. It did a great job explaining what each social media platform does, and how to leverage it for maximum effect. Not only I learn a lot, but I also got excited about the potential for social media sales. Recommended.

Cold-calling is history; your future is in social media! The growth of LinkedIn, Twitter, and Facebook have revolutionized how business is done. Professionals of every type—including your prospective buyers—are migrating in droves to social media to find solutions. If you want their business, you have to be there, too. Traditional sales methods like cold calling are no longer effective. Social media platforms are now your best tools. *The Social Media Sales Revolution* reveals the enormous opportunities now available for developing relationships and gaining new customers by leveraging the power of social media marketing. It provides a groundbreaking method for dominating markets by using the Internet to reverse the client acquisition process: instead of outbound marketing to generate leads, the entire process will “flip” to one of inbound attraction. You'll Learn how to: Present yourself to the business community online Build a significant online footprint Approach “e-prospects”; Generate qualified leads through e-referrals Close more sales in the new world of social networking Providing you with an early edge on the competition *The Social Media Sales Revolution* offers the techniques you need today to dominate the marketplace tomorrow.

About the Author Landy Chase founded his own sales training and consulting firm in 1993 and has clients in more than sixty industries on five different continents. He has delivered more than 2,000 paid presentations as a professional speaker and holds the Certified Speaking Professional (CSP) designation from the National Speakers Association, the highest earned level of excellence in the industry. He is the author of *Competitive Selling*. Kevin Knebl is the owner of Knebl Communications, Inc., which specializes in online and offline networking skills and social-media training. He is a professional speaker, trainer, and coach whose clients include small, medium, and Fortune 500 companies.