

If business is social, and there is a revolution, the salesperson is on the front lines of the revolution representing the company (its employees and products) to customers and partners. As a result, there is a need to define and enable the social salesperson.



### Social has changed the way that customers buy.

ZS research found that **61%** of sales leaders agree that “changes in buyer behavior and expectations are driving sales reps to adopt social selling tactics.”

Social selling is the discipline of using internal and external social networks to enable a sales organization to more effectively drive customer engagement and sales.



In a recent survey of 125 sales leaders across various industries and company sizes, ZS found that:

**85%** of sales teams are using social selling in some capacity

**65%** report it was implemented by sales leadership rather than individual reps

**63%** agree that adoption of social selling practices among sales reps increases sales force effectiveness

**24%** say social selling is a widely adopted, formal part of the sales process

### How are social selling tactics learned?



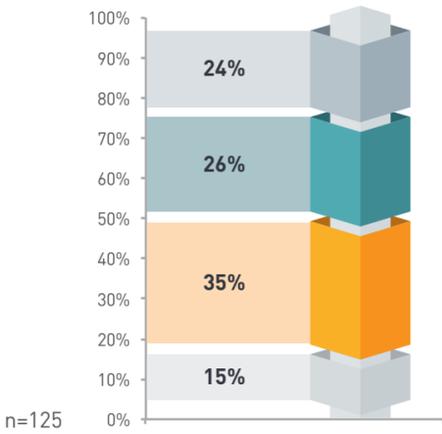
only **32%** learn tactics as part of a formal sales training and onboarding process,

while **29%** have access to optional training,

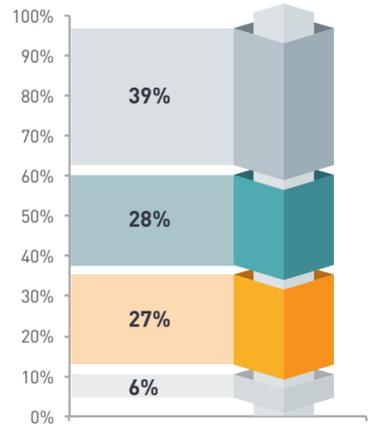
and **39%** learn from peers or are self-taught.

### Sales leaders anticipate social selling becoming more widely adopted during the next three years.

Use of Social Selling Today



Use of Social Selling in three Years



### Consider these six building blocks to incorporate social selling into sales strategies and to maximize opportunities.

Sales leaders report that:

#### Social Branding

**95%** of their sales teams are using social media to establish a professional brand in the market.

#### Social Listening

**40%** of their sales teams are leveraging social listening practices to proactively monitor digital media channels.

#### Social Organization

**48%** are considering social selling in some fashion when structuring, hiring and deploying their sales teams.

#### Social Collaboration

**56%** of their sales teams are leveraging social networks and collaboration tools to share knowledge and content internally.

#### Social KPIs

**21%** track and measure defined performance metrics to drive and reward social selling behaviors.

#### Social Seller Journey

**35%** provide sales reps with training and content that enables the social networks to actively engage prospective customers during the buying journey.

### Follow these best practices for social selling success.

#### Pay Attention to Customers

- Listen first, then join the conversation
- Treat social as a learning platform to build authentic relationships
- Minimize cold calling



#### Improve Internal Collaboration

- Identify and share best practices
- Train sales teams appropriately
- Recognize and reward the behaviors required for effective team-based selling



#### Engage in a Meaningful Way

- Lead with insight
- Curate content and don't feel compelled to create something new
- Add value at each interaction, don't create noise

