



Social Media for Salespeople: A Step-by-Step Guide to Increasing Your Leads & Sales

Alice Myerhoff

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"This little book will be a smart salesperson's bible in years to come." - Todd Wilms, Head of Social Business Strategy for SAP

"It's a must-read for anyone in sales in any industry." - Nancy Sells, Sales Training Consultant and past SVP of Sales for PR Newswire

"Chapter 5, 'How To Maximize LinkedIn for Sales' should be required reading for any sales person with a mouse and internet connection." - Greg Robertson, Serial Entrepreneur and Sales & Marketing Expert

Whether you've been using Twitter, LinkedIn and Facebook for 5 minutes or 5 years, in this book you'll find dozens of a-ha moments, new tactics and proven tips for using these platforms to fuel your sales pipeline.

Do you have the grumbles about social media being a time-sucking, unproductive endeavor? These numbers suggest there's more sales juice there than most salespeople suspect:

- 92% of B2B buyers start their search online
- 78% of salespeople who use social media in their businesses outsell their peers
- 40% of social salespeople have closed 2-5 deals using social media and 11% have closed more than 5 deals - yep, all using social media!

Smart, social sales strategies hold the power to unlock massive caches of new customers, and to deepen your existing customer relationships.

Here's what you'll take away from Social Media for Salespeople:

- How to create your own personal business brand using social media
- How to use Facebook to find new customers that you didn't know were already in your network
- How to connect with new prospects and clients without using email or the phone
- Which social media platforms are the most important for you to be active on
- Why Twitter matters to salespeople and how to use it
- How to power-tweak your reputation, efficiently, with smart, social tactics
- How real estate professionals can use social media

The best part - Social Media for Salespeople shows you how to do all of the above in less than 30 minutes a day!

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