

SOCIAL.

INTRODUCTION TO SOCIAL MEDIA

Buying behaviour has changed. In the 'good old days' it was simple. Selling used to be a metric number of calls to the number of visits with a buyer and staying face to face in the real world.

The schedule of a catch up without an objective or a plan was commonplace because regular contact was just how things were done.

The good news is, the need for regular contact hasn't changed, it's just *where* that regular contact happens. The digital age, and the internet revolution before it, has enabled sellers to become infinitely more efficient in their activity, but used incorrectly, or not at all, is losing sales and losing brand positioning in the face of changed buyers journey.

The digital revolution – which includes social media – is a must have in the modern selling toolkit. Think of it a modern journey plan, a modern call plan. Instead of talking one to one in a small networking room, you have the ability to position yourself and your business in a one-to-many space – as the leading voice in your industry.

Each platform has its own personality and therefore your limited time and resource invested in to the digital revolution must have some invested thought and strategic vision. Where does social media fit? What should social media achieve for your business?

It is important you respect the social platforms and the digital revolution for the opportunity it creates. Simply selling to suspects on any platforms isn't using social media to your advantage.

Remember, 57% of buying decisions are made before you are invited to meet. The real value of social media is about building meaningful relationships with suspects and prospects to stand a better chance of your sales succeeding than a traditional approach.

**IF YOUR BUYERS ARE ACTIVE IN THE 4TH REVOLUTION,
CAN YOU HONESTLY SAY YOUR SELLING ACTIVITY MATCHES
THEIR EXPECTATION?**

The 4th industrial revolution

