

Social Selling Starting Now

Business Chain Impact



Gunnar Habitz
connecting well & sell

Short Introduction

Strategic Networking

- From Consume to Contribute
- Meetup organiser
- Masterclass speaker
- “Connecting People”
- Social Media Mentor



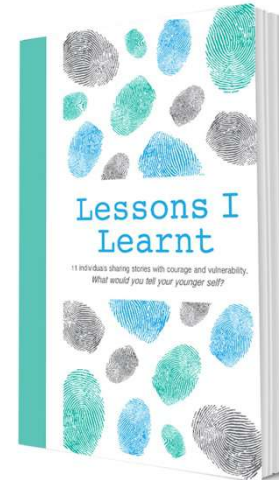
Social Selling

“...a clever approach of adding social media and digital tools to enhance business conversations.”



Leadership Contribution

- “Leaders of Influence”
- “Leading Well”
- “Lessons I Learnt”



Feeling Lonely on LinkedIn without Tangible Activities?



Step 1: **Escape** Missing Out



Objections

1. “I believe in referrals”
2. “Word of mouth is enough”
3. “I sell to real people”
4. “I don’t have time”
5. “My agency does that for me”
6. “Not interested in e-commerce”

Social Selling is a differentiator



Referral Example

Looking for a Suitable Lawyer



Asking for referrals



Brian

- Good services website
- No social media activities
- Who is the person behind?



Daniel

- Similar services website
- Good social media activities
- Clearly visible personal brand

Step 2: **Elaborate** Your Personal Brand



What is Your Headline?

Gunnar Habitz · 1st 

Channel Sales Manager at Noggin

Sydney, Australia · [500+ connections](#) · [Contact info](#)

1. Headline role @ company

Channel Sales Manager

Sep 2010 – Apr 2014 · 3 yrs 8 mos

Zürich Area, Switzerland

- Computing and Printing products sold in consumer channel covering 27 countries in Central & Eastern Europe including Russia, Poland and Czech Republic
- Led 32 account managers plus 3 central team members
- Delivered 151 % quota performance and 94 % notebook market share growth by creating sales incentive programs and introducing new partner compensation model
- Defined coverage strategy introducing new segmentation approach covering 350 classic retailers, professional resellers, online and omni-channel partners

2. CV style experience section

Gunnar Habitz CMgr · 1st 

Helping consultants, partners and their clients manage risk smarter | Alliance & Channel Manager | Social Media Mentor

Sydney, Australia · [500+ connections](#) · [Contact info](#)

3. No or too short summary
4. All about you, not the reader
5. No activity section for content
6. No personality visible
7. No engagement with others

LinkedIn Profile Refresh Ideas

Does Your Profile Tick all Boxes?

Essentials

- Headline
- About
- Location
- Photo
- Background image
- Experience
- Education
- Industry
- Certifications
- Skills
- Endorsements
- Languages
- Volunteering



Priyambada (Priya) Mishra · 1st Exante.digital

◆Thought Leader ◆Public Speaker ◆Creative Thinker
◆Marketing Strategist

Sydney, Australia · 500+ connections · Contact info

About

Are you a business owner looking to grow your business to the next level? We are specifically looking for business owners, who want a strategic big-picture understanding or marketing and want to grow their business. Our experience will complement any business owner with a clear growth plan, and who is also seeking improved brand positionir ... see more

Featured articles:

- The Right Approach to Content Marketing
- Why Marketing Matters
- Social Media
- Common Mistakes
- Google Trends

+16

Advanced

- Profile URL
- Visibility
- Contact details
- Accomplishments
- Recommendations
- Interests
- Publications
- Hashtags
- Groups
- Following
- Posts
- Articles
- Videos

Step 3: **Establish** Sustainable Connections



Find

Advanced Search

Viewed Your Profile

Content engagement

Feed
(#)

Followers

Second Grade Connections

Group Members

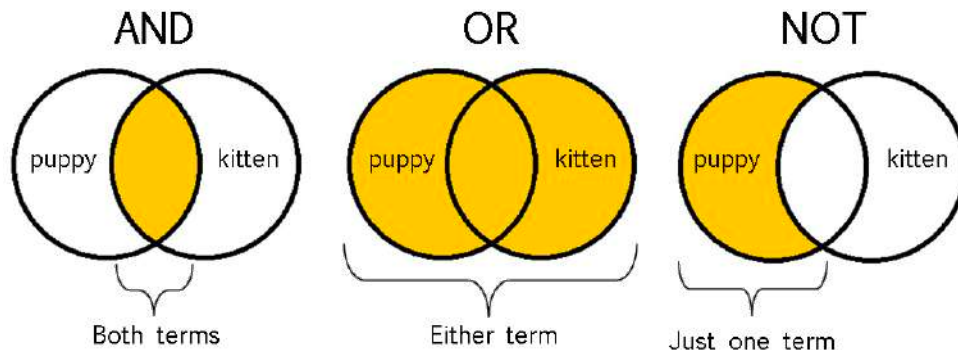
People Also Viewed

Search with Booleans

All LinkedIn editions

- Enrich your search with logical operators in this order

- quotes ""
- parenthesis ()
- NOT
- AND
- OR



- Examples

- (Deloitte NOT PwC NOT KPMG NOT EY) AND Sydney
- (CFO OR "Finance Director") AND (Brisbane OR "Gold Coast")
- "Risk Management" NOT Finance AND Wellington NOT Auckland

Personalise Your LinkedIn Invite

Desktop vs. Mobile versions

- Always watch the other person's profile to increase their profile views
- Prepare your hook(s)
- Consider their opinions, not yours

On desktop press here
and then "Add a note"

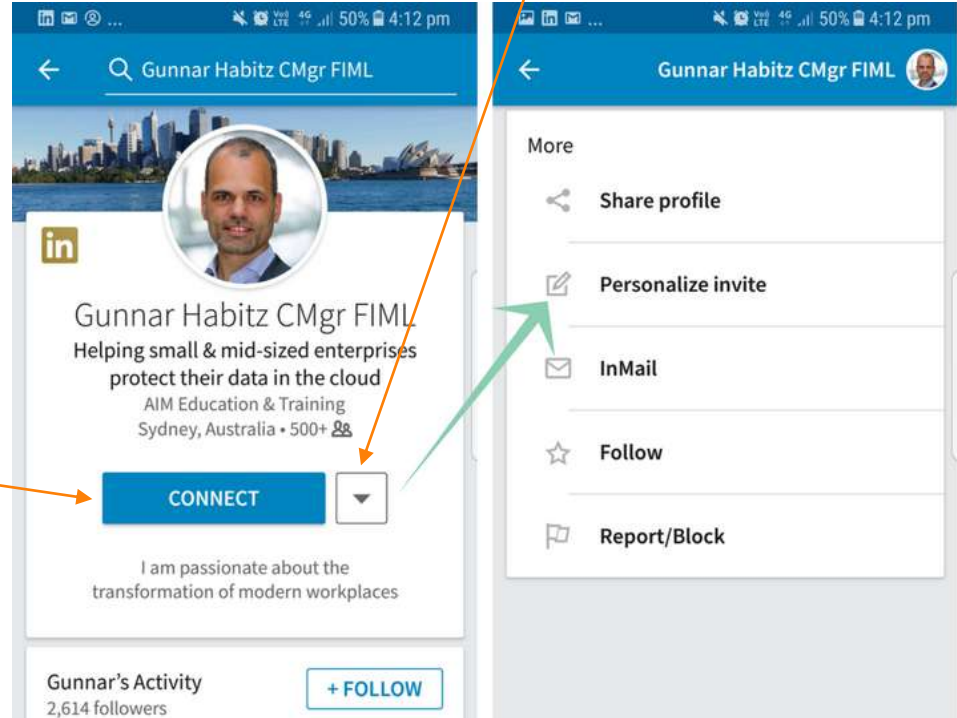
You can customize this invitation

LinkedIn members are more likely to accept invitations that include a personal note.

Add a note

Send now

On mobile press here



Step 4: Educate With Convincing Content



Content is not King

Content is Prince and Context is King


How to Share Content

Create

Gunnar Habitz CMgr • 1st
Helping consultants, partners and their clients manage risk smarter | Allian...
2w • Edited

Not all outreach needs to happen in a rush. Sustainable [#networking](#) becomes so much better using offline-online-offline nurturing.

...see more



with Sidney Minassian

49 • 25 Comments

Like Comment Share

1,607 views of your post in the feed

Curate

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1w • Edited

Cybersecurity affects all of us. It is not just an IT issue. The whole society can be and is already captured on topics like [#databreaches](#) and [#ransomware](#) attacks, especially here in Australia.

...see more



Societal relevance of cyber security and human risk culture
Darren Argyle on LinkedIn

77 • 24 Comments

Like Comment Share

12,044 views of your post in the feed

Comment

Frank Choy • 1st
Business Adviser | CFO | Growth & Prosperity Strategies
1mo ...

Thanks [Gunnar Habitz CMgr](#)
Post it notes or journal every idea. Join them together into a story board or framework.
Walk in nature early in the morning and absorb the energy from the stillness. Clears your mind to be receptive to lightbulb moments.
Mind mapping can help.

4 Likes 3 Replies

Gunnar Habitz CMgr • You
Helping consultants, partners and their clients manage risk s...
1mo ...

Good points [Frank](#), appreciate your input! Despite all tools like Evernote, I prefer journaling by hand

Frank Choy • 1st
Business Adviser | CFO | Growth & Prosperity Strategies
1mo ...

[Gunnar Habitz CMgr](#) handwriting and diagrams are much easier than computers when it comes to joining the dots of many ideas.

2 Likes

Wayne Moloney • 1st
Director & Co-Founder at Sales Leader Forums
1mo ...

[Frank Choy](#), not only easier, it is proven that writing and drawing instead of 'keyboarding' helps memory, encourages creativity and critical thinking.

Step 5: Engage Regularly With Your Audience



Relevance and Balance

It is about them and not you

Step 6: **Evolve** Discussions Towards Mutual Benefit



People Like to Work With People They Know, Like And Trust

and who inspire, educate and entertain them

Step 7: **Execute** a Winning Routine

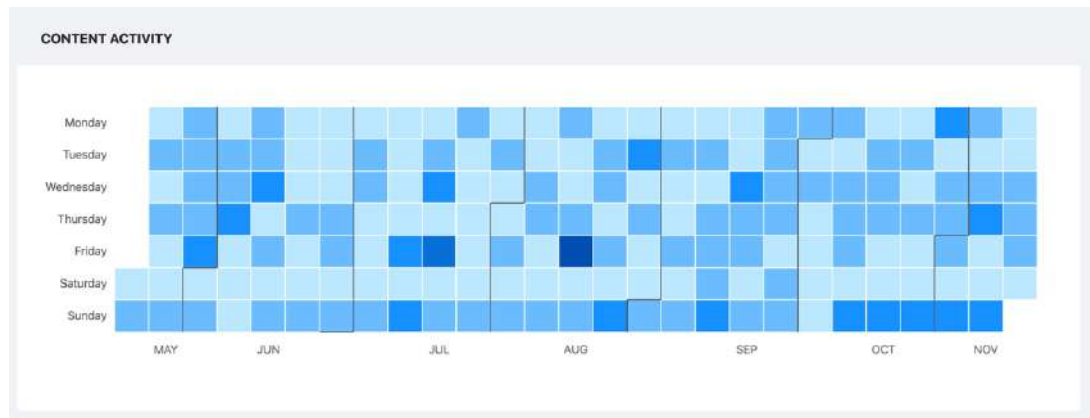


30 min Daily is Possible



Monitoring Content

Summary



TOTAL STATISTICS ⓘ

31,822

VIEWS

746

LIKES

325

COMMENTS

27

SHARES

3.45%

ENGAGEMENT RATE

22

POSTS

AVERAGE STATISTICS ⓘ

1,446

AVG. VIEWS

34

AVG. LIKES

15

AVG. COMMENTS

1

AVG. SHARES

0

AVG. EMOJIS

3

#socialselling

AVG. HASHTAGS

New Online Course “Social Selling Starting Now”

bit.ly/socialsellingstartingnow

What is included in this course



Sharing & Learning

From my Social Selling meetup events to teaching online: All I know about Social Selling covered in a learning journey over 7 modules

Module 2: Elaborate Your Personal Brand



Video Content

My 26 short videos of each 4 to 10 minutes allow learning in short chunks (2h20 in total) including tasks for practical action



Workbook and worksheets

The course includes a workbook with all tasks and useful worksheets like the Tribe Template and a LinkedIn Profile checklist

- \$297 Course Only
- \$397 with Zoom Call and Profile Review
- \$100 Discount, coupon code CHAINIMPACT

Lessons I Learnt

My Journey Towards Down Under

- 11 authors sharing their stories of not giving up
- My story from feeling redundancy to strategic networking
- Inspired to move from Switzerland to Australia
- 1 book for the right answer

