Social Selling Starting Now

Business Chain Impact

gunnarhabitz.com.au

Short Introduction

Strategic Networking

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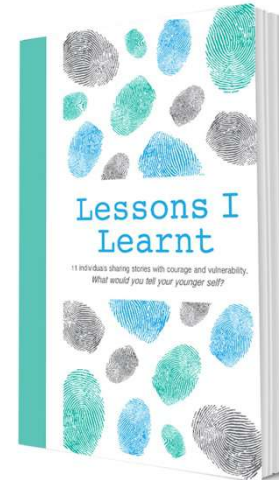- Masterclass speaker
- "Connecting People"
- Social Media Mentor

Social Selling

"…a clever approach of adding social media and digital tools to enhance business conversations."

SOCIAL SELLING INTRODUCTION

Social Selling Starting Now

From creating a personal brand, finding and engaging with others online before taking the conversation into a successful relationship.

Leadership Contribution

- "Leaders of Influence"
- "Leading Well"
- "Lessons I Learnt"

Lessons I Learnt

11 individuals sharing stories with courage and vulnerability. What would you tell your younger self?

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 in

Channel Sales Manager at Noggin

Sydney, Australia · **500+ connections** · **Contact info**

1. Headline role @ company

Gunnar Habitz CMgr · 1st in

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

Sydney, Australia · **500+ connections** · **Contact info**

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

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

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

- Enrich your search with logical operators in this order
  - quotes ""
  - parenthesis ()
  - NOT
  - AND
  - OR
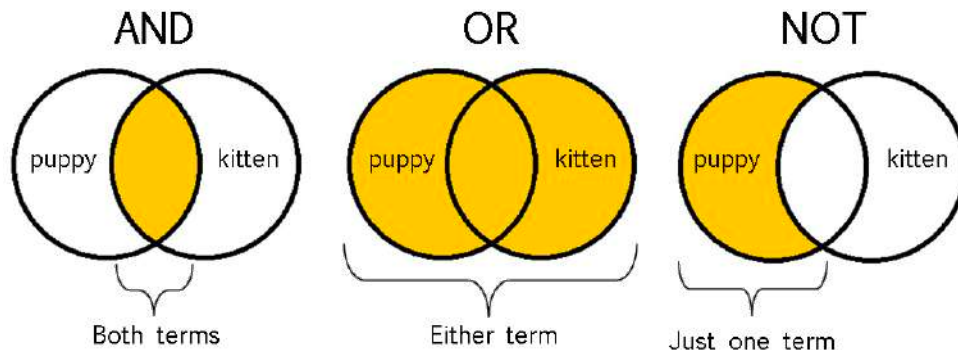
- Examples
  - (Deloitte NOT PwC NOT KPMG NOT EY) AND Sydney
  - (CFO OR "Finance Director") AND (Brisbane OR "Gold Coast")
  - "Risk Management" NOT Finance AND Wellington NOT Auckland

Personalise Your LinkedIn Invite

On mobile press here

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"

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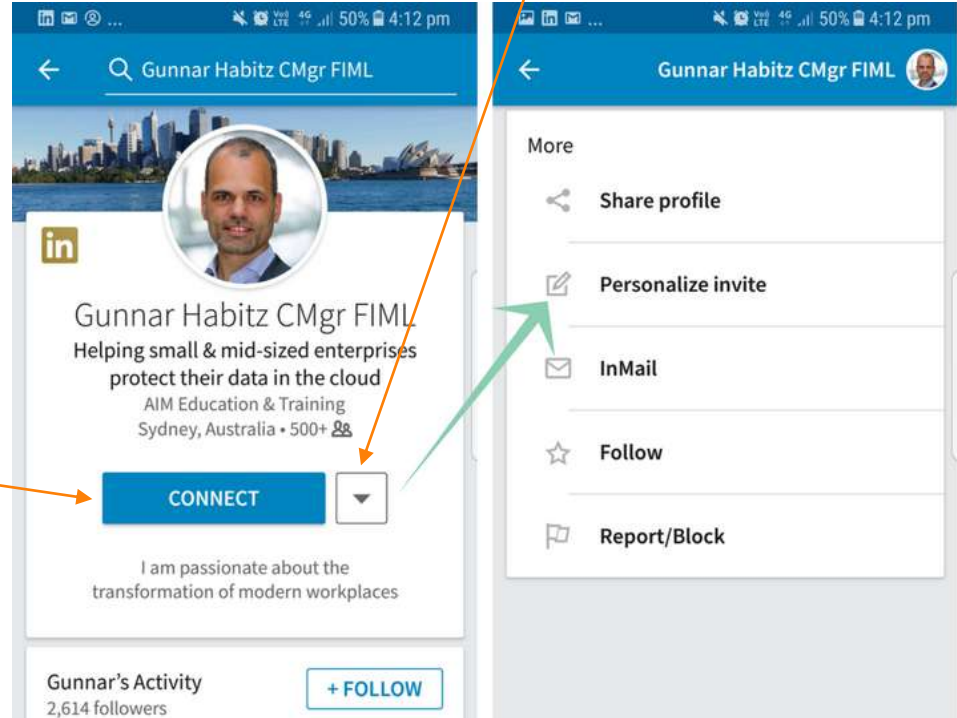
Step 4: Educate With Convincing Content

Content is **not** King

Content is Prince and Context is King

How to Share Content

Create

Curate

Comment

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
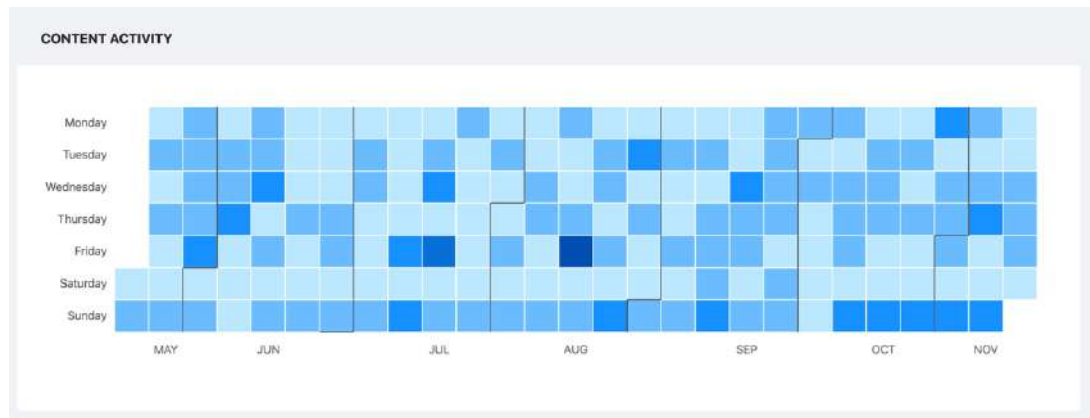
Step 7: **Execute** a Winning Routine

30 min Daily is Possible

Monitoring Content

Summary

CONTENT ACTIVITY

Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

MAY   JUN   JUL   AUG   SEP   OCT   NOV

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

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