



# SocialSelling

## Discover How Social Media Can Transform Your Sales Techniques

*Innovate, Network, and Outperform Your Competitors With Social Selling!*

Pucker up, 'cause it's finally time to kiss cold-calling good bye. While the telephone may once have been your sales ammunition of choice, it's simply not going to cut it in today's consumer environment. And it's certainly not going to capture the attention of your 'can't-help-but-check-my-email-every-10-minutes' type of customers. As every savvy sales pro knows: wherever your customers go, you should follow. And these days, they're online.

Facebook, Twitter, LinkedIn, the blogosphere...you name it, consumers use Social media every day. It's time to hang up the telephone, give your cold-call script a rest and boost your social clout. **Social Selling** is – without a doubt – the new paradigm in selling!

### Here are a few interesting facts that all sales professionals need to process and accept (sooner rather than later!):

- ▶ ...93% of B2B buyers begin their buying journey online!
- ▶ ...65%-70% of the buying journey is conducted entirely free from sales reps!

**It sounds like a harsh reality, we know. But WSI's Social Selling Mastery Course will show any sales professional how to plunge into the digital realm and embrace social selling to drive revenue. Here's a glimpse at the Course features:**

- ▶ Individually tailored course content based on your specific goals and learning objectives
- ▶ A preliminary eLearning component with access to educational webinars and podcasts
- ▶ A half-day kickoff session to uncover the top 10 tactics of Social Selling
- ▶ Instructor- lead training conducted weekly to guide you through the process
- ▶ Complete Social Selling certification in only 90 days!

**During WSI's 12-week course, your sales strategy will undeniably experience a 180° turn. Together, we will work to transform your sales team into your own Social Selling machine. Sales professionals will benefit from learning how to:**

- Optimise your social media profiles to ensure maximum visibility and credibility with buyers
- Develop a roadmap of your ideal demographics' buyer persona
- Learn to publish, share and syndicate valuable content
- Leverage *social listening* – enabling you to monitor social channels for "trigger events"
- Build a guaranteed Social Lead Generation program
- Develop powerful, internal assets to drive internal leads and amplify lead conversion
- Utilize Social Selling for competitive intelligence
- Integrate advanced Social Selling tools to harmonise lead generation efforts

**Eliminate cold calling by earning your social selling mastery certification today!**

**For more information on how to boost your competitive edge with social selling, contact our team now!**





For more information visit:

[WSI Social Selling Mastery Programme](#)

or Call 01454 261111

Social Selling practices is just one of the many ways  
WSI can help you reach your business goals.

We specialise in various digital marketing solutions including:

- ▶ Social Media Marketing
- ▶ Content Marketing
- ▶ Search Engine Optimisation
- ▶ Pay Per Click
- ▶ Web Analytics
- ▶ Email Marketing
- ▶ Display Advertising
- ▶ Mobile Marketing
- ▶ Landing Page Optimisation
- ▶ Video Marketing
- ▶ Responsive Web Design
- ▶ Social Community Platform

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Contact us today so you can experience how we take digital marketing to the next level.