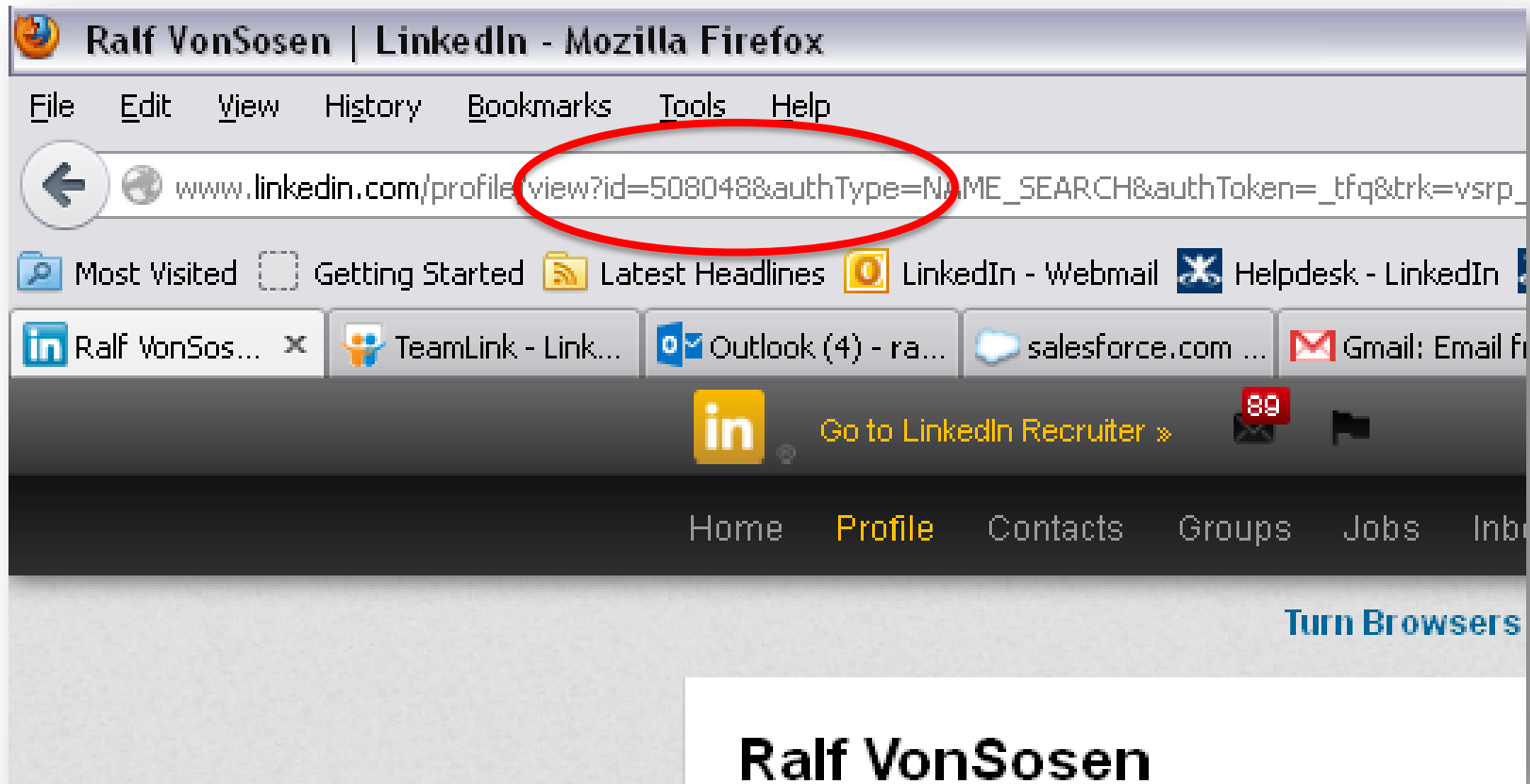




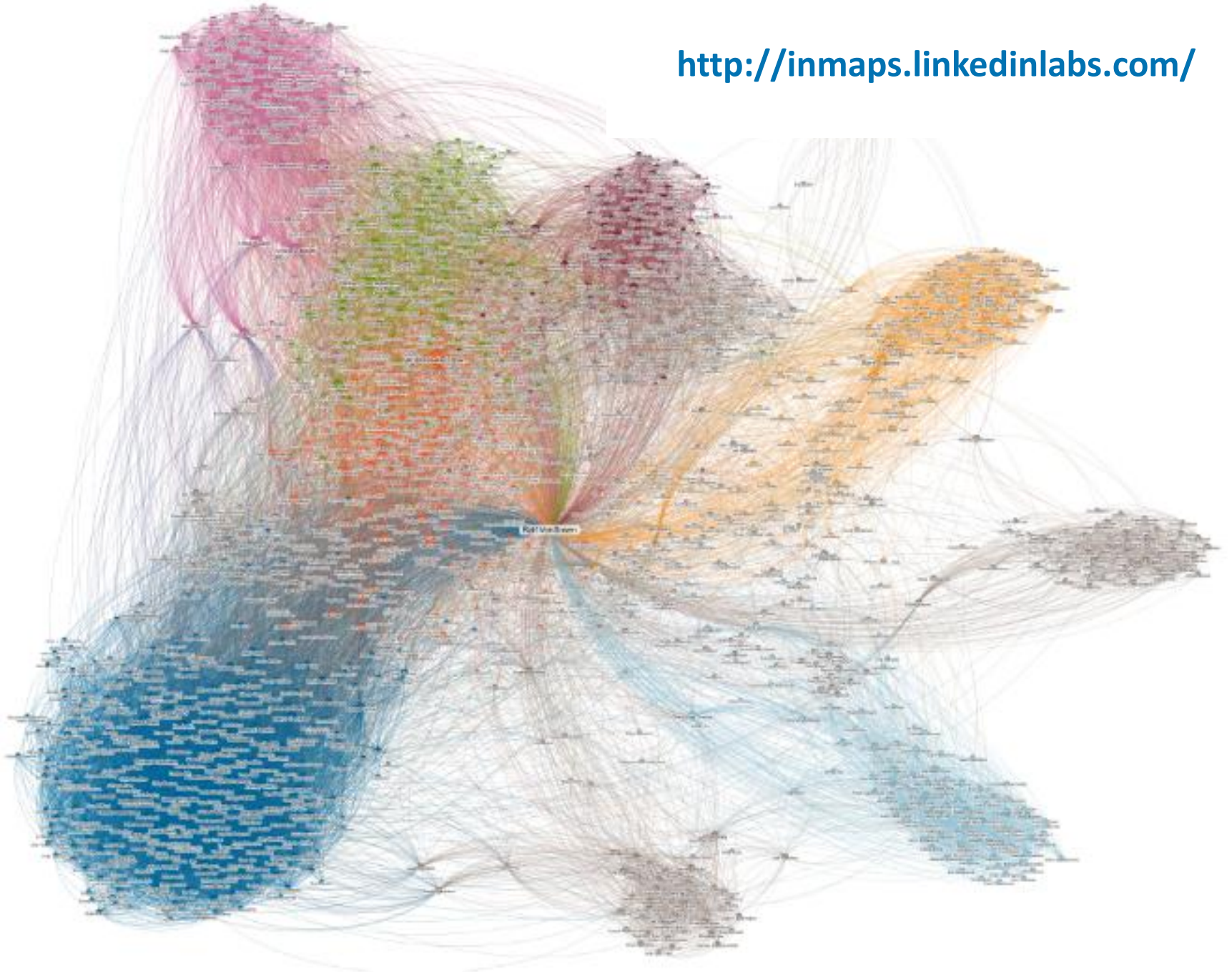
## Becoming a Social Selling Pro



Ralf VonSosen  
Head of Global Marketing  
LinkedIn Sales Solutions  
#rvonsosen



<http://inmaps.linkedinlabs.com/>

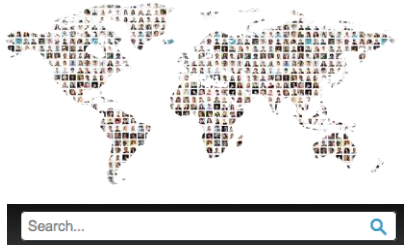


# Becoming a Social Selling Pro

# How LinkedIn fits into this world

## Who

Who are the  
Right People?



**+200M**  
members

## What

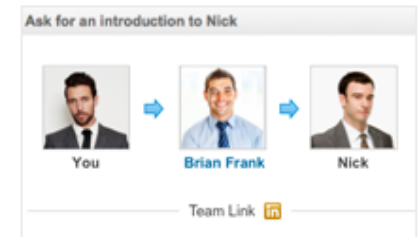
What to  
talk about?



**+2B**  
member updates  
per week

## How

How do I get  
a warm intro?



**Billions**  
connections

# 4 Actions to Becoming a Social Selling Pro

## 1. Build Your **PROFILE**

**Developing a Reputation:** Building a strong online reputation that showcases your experience and increases your credibility

## 2. Develop Your **NETWORK**

**Building your Network:** Developing relationships with people who can share information and provide referrals

## 3. Gather **INSIGHTS**

**Gathering Intelligence:** Researching social information to prepare for sales conversations

## 4. Contribute **INSIGHTS**

**Offering Insights:** Providing meaningful insights that earn opportunities to engage with and influence contacts

# 1. Build a Strong Professional Profile

Add a photo, experience and skills that showcase the brand of YOU

The image shows a LinkedIn profile for Ralf VonSosen. The profile includes a profile picture, a headline "Marketing Leader & Visionary in Social Selling & Marketing", and location "San Francisco Bay Area | Internet". It lists current and previous employers (LinkedIn, InsideView, Inc., MarketLive, RVS Consulting) and education (Brigham Young University). A sidebar menu on the right lists various sections to add to the profile, with an arrow pointing to the "Recommended for you" header.

**Recommended for you**

- PROJECTS +
- PUBLICATIONS +
- ORGANIZATIONS +
- HONORS & AWARDS +

You can also add...

- TEST SCORES +
- COURSES +
- PATENTS +
- CERTIFICATIONS +
- VOLUNTEERING & CAUSES +

**BACKGROUND**

**SUMMARY**

I am passionate about the ability of technology to enable more meaningful, and productive, relationships among professionals. I have been a pioneer in the area of social selling and continue to be not only an active evangelist for social selling, but instrumental in creating the next generation of social selling solutions with LinkedIn and all our wonderful partners.


ORGANIZATION NAME



# 1. Build a Strong Professional Profile


Add a photo, experience and skills that showcase the brand of YOU

Background

 Summary

I am passionate about the relationships among professionals to be not only be an active generation of social selling.

As the Head of Marketing the frontiers of social selling making social selling a success with an emphasis on sales giants such as Siebel (now MarketLive), and most recent Management, Product Marketing Communication




Ralf VonSosen - Who I am

VP of Marketing  
InsideView, Inc  
2011 – Present

Own the through and road manage Led a new media a

▼ 1 rec




Ralf VonSosen kept t would

VP of Marketing  
MarketLive  
September 2010 – Present

Led professional partners search.


▼ 2 rec




Ralf VonSosen

Manager. He always motivated me and the team to do our best. I was constantly... View ↓


Who's viewed your profile

Premium 




**William Glasspole** 1st  
Lead Generation Specialist at InsideView, Inc - Sales 2.0 | SocialCRM | Sales Intelligence | SaaS  
San Mateo, California • Computer Software  
▶ 83 shared connections • Today

Message




**Steve W. Martin** 1st  
HEAVY HITTER SALES, Technology Sales Author, USC Faculty  
Los Angeles, California • Professional Training & Coaching  
▶ 16 shared connections • Today

Message




**Director at Technology Association of Georgia**  
Marketing and Advertising  
Yesterday



Search



**Tom Rubenak** 1st  
I help investment banks, private equity and VC firms identify and close more deals, save time and reduce risk.  
Friendswood, Texas • Investment Banking  
▶ 3 shared connections • Yesterday

Message




**Ulrich Karl Nobis** 2nd    
Delivering state of the art Employer Branding to attract the most qualified candidates to your organization  
Hamburg Area, Germany • Marketing and Advertising  
▶ 3 shared connections • 2 days ago

Connect

marketing professionals I've had the opportunity to work with. His... View ↓

Trends Last 90 days

**How often people viewed you**  
1,309 profile views



Date	Profile Views
Jul 6	118
Jul 13	118
Jul 20	59
Jul 27	177
Aug 3	118
Aug 10	59
Aug 17	118
Aug 24	177
Aug 31	118

**How many times you appeared in LinkedIn Search**  
3,481 ▼ -17% weekly change

**Keywords that led to you**

ralf	21%
ralf vonsoosen	10%
linkedin	5%

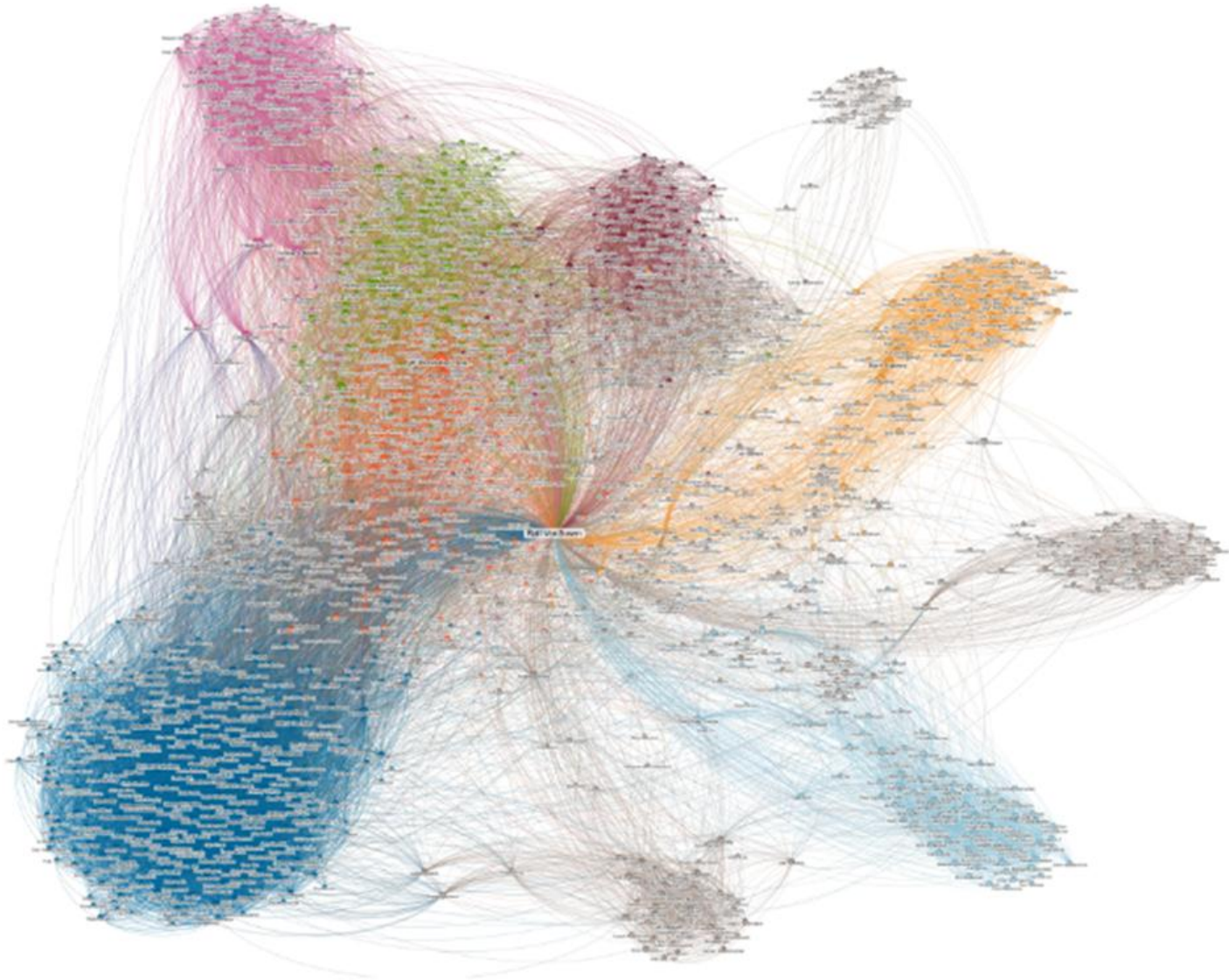
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ORGANIZATION NAME 8



## 2. Proactively Develop Your Network

Build trusted relationships who can support your professional objectives



## 2. Proactively Develop Your Network

Build trusted relationships who can support your professional objectives

The image shows a LinkedIn search interface with the following elements:

- Search Bar:** "SEARCH" button, "Advanced" link, "All" filter, "People" filter.
- Filters:** "Current Company", "Industry", "Past Company", "School", "Profile Language", "Groups", "Years of Experience", "Function", "Seniority Level", "Interested In", "Company Size", "Fortune", "When Joined".
- Search Results:** "225 results for sales operations". Filter: "Current Company: Twitter". Results include:
  - Dan Greene:** Director, U.S. Online Sales and Operations at Twitter, San Francisco Bay Area · Internet. 5 shared connections · Similar. 2 TeamLink members.
  - Meghan Hughes:** Sales Operations at Twitter, San Francisco Bay Area · Internet. 1 shared connection · Similar. 1 TeamLink member.
- TeamLink Modal:** Shows a connection path from "You" to "PJ Andersen" (Partner Manager at Pinterest) who is connected to "Dan Greene".
- Connection Request Modal:** A pop-up window for sending a request to Dan Greene.
  - Header:** "Ralf VonSosen" (sender) and "PJ Andersen Change" (intermediate contact).
  - Subject:** "Would you mind introducing me to Dan Greene?"
  - Message Body:** "Tell PJ Andersen why you want to get introduced (may get forwarded to Dan Greene)".
  - Instructions:**
    - 1. State your intent:** Be clear about why you're asking for an introduction.
    - 2. Give an out:** Be professional and give PJ Andersen a way to say no.
  - Buttons:** "Send Request" and "Cancel".

## 2. Proactively Develop Your Network

Build trusted relationships who can support your professional objectives

Contacts

By name

All Contacts

Your Day 10

Connections 2,078

Saved

Tags

Companies

Titles

Locations

Sources

Potential Merges

Hidden

Select All

+ Add Contacts

Settings

Start your day by staying in touch with your contacts

Matt Wallace

Mani Pirouz

Gordon Ritter

Jon Miller

John Pestana

5

All Contacts 2,861

Matt Loop 1st

Head of Sales Solutions, ANZ at LinkedIn  
Sydney

Ariel Eckstein

Managing Director, LinkedIn EMEA at LinkedIn  
London

Amy Miller 1st

Marketing Manager UK at LinkedIn  
London

Mike Derezin 1st

Global Head of Sales, Sales Solutions at LinkedIn

Recent conversation

Recent conversation

Newly added

Alphabetical

Company

Location

Lost touch

10 hours ago

in

11 hours ago

in

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ORGANIZATION NAME 11

### 3. Gather Intelligence

Be prepared for every interaction by researching contacts and companies

The image is a collage of various LinkedIn interface elements, illustrating the 'Gather Intelligence' step. It includes:


- Profile Page:** A partial view of a user's profile with a 'Share an update...' box and a 'See 1 new' notification.
- News Feed:** A section titled 'LinkedIn Today recommends this news for you' featuring articles like 'Will Social Service?' by Ryan Holmes and 'Thanks to You, I Switched Phone' by David H. Stevens.
- Invitations (3):** A sidebar showing three pending connection requests from Corie Cheeseman, Ed Hendershot, and Mike Pullifrone.
- Messages (169):** A sidebar showing three recent messages from Ulrich Karl Nobis, Larry Levine, and Jordi Gili.
- Connections:** A section showing '10 people have new connections' and a specific connection between Steve Sanders and Sanjay Soni.



### 3. Gather Intelligence


Be prepared for every interaction by researching contacts and companies

Following



## Marketing Automation Experts

Discussions Promotions Jobs Search



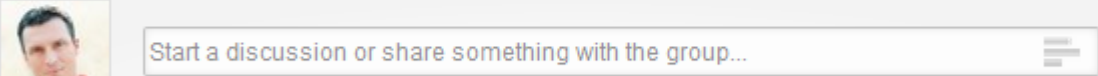
### Evaluating marketing automation vendors (Eloqua, Marketo, & Silverpop)

Manager's Choice

[Greg Dahlberg](#)  
Marketing Director at a disruptive technology firm


Any pointers on where Eloqua, Marketo, and Silverpop succeed / fall short (including implementation), as well as if these partners are...

Like (13) • Follow • September 19, 2011




Your Activity

Popular Recent




[Simon Harvey](#)  
Inbound Marketing Consultant at Demodia


Is Your Marketing Automation Stalled? Try Restarting It with Content...



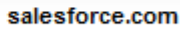
Brigham Young Univ...  
Visible ▶



CRM Experts  
Visible ▶



Friends of LinkedIn  
Visible ▶



Internet  
✓ Following

See 20 more ▶

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ORGANIZATION NAME 13

## 4. Contribute Insights

Share ideas through status updates, and participate in groups

Ralf VonSosen via Pulse

7 types of managers per HBS. Good oppty to reflect on where I fit, as well as strengths & weaknesses of each.



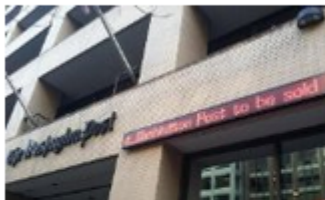
### Seven Types of Sales Managers

[blogs.hbr.org](https://blogs.hbr.org) • Maybe you'll recognize yourself.

Like • Comment • Share • 14 hours ago

Ralf VonSosen via Pulse

Disruptive Thinking. Sometimes the next innovation is all about an old time industry.



### The Power of Disruptive Thinking

[linkedin.com](https://www.linkedin.com) • Headlines of Jeff Bezos buying The Washington Post for \$250 million got me thinking about the fate of industries many of us label as antiquated – sectors that disruptive thinkers too often overlook.

Like (4) • Comment • Share • 2 days ago

👤 Tom Rubenak, Eric Litman, and 2 others

Add a comment...

## Sharing Updates

### Do:

- Meaningful articles
- Check sources
- Not too much (1/day)
- Add YOUR point of view

### Don't:

- Blast 4-6 in a row
- Publish w/o reading
- Sell

See more »

Inbound Marketing Consultant at Democ

Like • Comment • Follow • More ▾



# Creating a Social Selling Program



# Creating a Social Selling Program

- Where to start?
  - Education
  - Find your Social Leaders
  
- Who is involved?
  - Compliance
  - Marketing (Content, Demand gen)
  - Sales Leadership, Sales Operations
  
- Who “owns” social media for sales?
  - Sales pros must be held accountable
  - By definition, sales pros own their own professional brand & activity

# Creating a Social Selling Program

- Moving from experimentation to scalable process
  - Establish Best Practices (Profile appearance, Online activities)
  - Incorporate into Sales Methodology/Process
- How do you get adoption from sales reps?
  - Show value by celebrating victories by the adopters

# Track your Progress



## Who to talk to

	Low	High
Buy Lists	< + + + + + + + + >	Leverage Professional Networks
Limited to Private Rolodexes	< + + + + + + + + >	Expand to Company Social Network
Spray & Pray to Find Decision-makers	< + + + + + + + + >	Target Decision-makers

## What to talk about

	Low	High
Speed through Contacts Records	< + + + + + + + + >	Focus on Real People
Limited to CRM Record	< + + + + + + + + >	Gather Intelligence with Internet Profile
Pile On More Data	< + + + + + + + + >	Discover More Insight

## How to get engaged

	Low	High
Pound through Cold Calling	< + + + + + + + + >	Leverage Warm Introductions
Push the Sales Pitch	< + + + + + + + + >	Have a Meaningful Conversations
Drive Cookie-cutter Sales Process	< + + + + + + + + >	Collaborate in Buying Process

# LinkedIn's Social Selling Index

*First-of-its kind measure that ranks company utilization of LinkedIn as a social selling tool.*

<http://promo.linkedinocialsellingindex.com/register/>



- Gain visibility into your company's activities
- Uncover new opportunities
- Benchmark yourself against peers and competitors

