

A grayscale photograph of a modern office interior with high ceilings, exposed ductwork, and large windows. The office is furnished with long wooden tables, ergonomic chairs, and several large ceiling fans. In the foreground, a person is seated at a desk, working on a laptop. A large, circular graphic is superimposed over the center of the image, consisting of two thick, curved segments: a blue one on the left and a green one on the right, forming a partial circle around the text.

# **Digital Account-Based Selling**

# Digital Maturity Curve



'13-15

'16

'17-'18

'19-'20

'21+

Innovators and Early Adopters

Early Majority

Late Majority

Laggards

# Social Selling success is empirical

## B2B Social Sellers Outperform Their Peers

**72%**  
of B2B social sellers  
outperform their  
peers

FORRESTER®



Source: "Add Social Selling To Your B2B Marketing Repertoire" Forrester Research, Inc., February, 2017

# 300+ Customer Engagements





# **Account Selection & Planning**

# Time Management: Your risk vs. opportunity

"83.4% of SDR's fail to hit consistent sales quota because in large part to time management challenges."



# Traditional Account Selection: Wallet-share



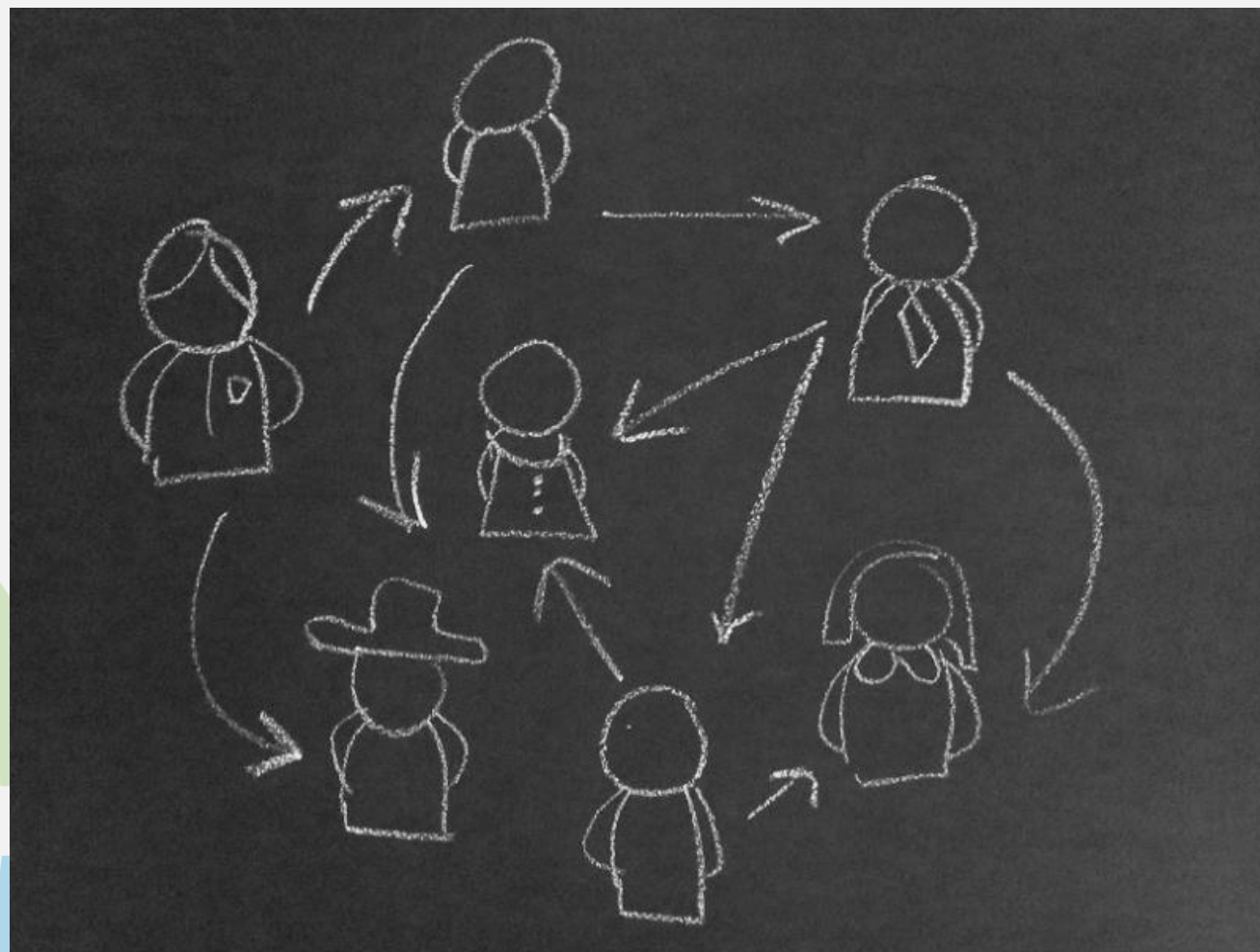
1 IBM	2 Microsoft	3 SAP	4 ORACLE	5 CISCO
6 Apple	7 SAMSUNG	8 Google	9 hp	10 accenture
11 TATA	12 amazon	13 EMC <sup>2</sup>	14 Infosys	15 HCL

Challenge = slow velocity





# Additional Account Selection: **Social Proximity**



# Social Proximity: Sphere of Influence Methodology



# Sphere of Influence in practice

## Competitors



## Past Employees



## Internal Champions



## Introductions



# a. Expand accounts: Past advocates in new accounts

Start your Advanced Lead Search

0 results

Search



Top Filters

Show TeamLink leads



Keywords

Enter keywords ...



Company



Past not current ▼

Geography



Industry



Title



Current ▼

Relationship



Company headcount



Seniority level



Function



Tag



# b. Expand accounts: Current advocates "Sphere of Influence"



## Companies in his Sphere

Company

Current ▾

BMC Software +

+ Redwood Software (23)

+ AA-ISP (18)

+ Cisco (17)

+ SAS (12)

## Shared connections in your Sphere

81

Total results

3

Changed jobs in past 90 days

81

Leads with TeamLink intro

4

Mentioned in the news in past 30 days

Selected filters (1): 1st Connections

[View all filters](#)



**Jim Dickie** · 1st | CSO Insights, the research div...

[Save as lead](#) ...

Co-Founder & Independent Research Fellow, CSO Insights Division  
2 years in role | 24 years 7 months at company  
Greater Denver Area

Intro via TeamLink (5) | Shared Connections (547) | Related Leads



**Lori Richardson** · 1st | Score More Sales

[Save as lead](#) ...

B2B Sales Growth Strategist; Help Company Leaders Build a Better Sales Pipeline  
15 years 8 months in role and company  
Greater Boston Area

Intro via TeamLink (12) | Shared Connections (776) | Related Leads



**Trish Bertuzzi** · 1st | The Bridge Group, Inc.

[Save as lead](#) ...

President & Chief Strategist  
19 years 1 month in role and company  
Greater Boston Area

Intro via TeamLink (5) | Shared Connections (678) | Related Leads



**Chad Burmeister** · 1st | RingCentral

Viewed

[Save as lead](#) ...

Sr. Director, WW Sales Development  
1 year 5 months in role and company  
Greater Denver Area

1<sup>st</sup> degree connection



# c. Named accounts: Explore potential advocates



## Previous teammates, that are now customers of yours?


17  
Total results


1  
Leads with TeamLink intro

7  
Posted on LinkedIn in past 30 days

9  
Share experiences with you

Selected filters (3): BMC Software, , Inside Sales, Inside Sales Manager, Inside Sales Executive, Director Of Ins... [View all filters](#)





Tom Jud · 2nd | FireMon 

VP, WW Inside Sales & Renewals  
1 year 7 months in role and company  
Dallas/Fort Worth Area

**Past role:** VP, Inside Sales at CA Technologies (2012 - 2015)  
Director of Sales - SaaS/Remedyforce at BMC (2010 - 2012)  
Director, Inside Sales, Americas at BMC Software (2008 - 2010)  
Sales Manager at BMC Software (2003 - 2008)  
Sales Manager at Magic Solutions (2002 - 2003)  
Sales manager at RightNow Technologies (1999 - 2001)  
Sales Manager at McAfee (1997 - 1999)

Intro via TeamLink (1) | Shared Connections (56) | Related Leads




Steve Vierra · 2nd | Medallia 


Vice President, Global Account Management & Inside Sales  
1 year 3 months in role and company  
Houston, Texas Area

**Past role:** Vice President Global Sales- ITSM/Service Support at BMC Software (2014 - 2016)  
Vice President Global Channels at BMC Software (2009 - 2014)  
Worldwide Sales Strategy and Specialization at BMC Software (2007 - 2009)  
Worldwide Best Practices at BMC Software (2006 - 2007)  
Sales Director at BMC Software (2003 - 2006)  
Director, Sales Operations at BMC Software (2001 - 2003)  
Area Sales Director (Southern California & Arizona) at BMC Software (1999 - 2001)  
General Manager- Tandem Business Unit at New Dimension Software (1998 - 1999)

## Shared connections in your Sphere


Dan's Connections 

Shared




Steven Jacobson · 1st

Salesforce ISV Entrepreneur




Tim Clarke · 1st

Senior Director, Product Marketing at Salesforce




Justin Shriber · 1st


Head of Marketing, LinkedIn Sales Solutions: Harnessing Social Selling to Accelerate Sales



Charlie Havens · 1st

Technical Solution Manager / Salesforce Service Cloud Consultant / Scrum Master



Tiffani Bova  · 1st

Sales Futurist | Growth Adviser | Change Agent

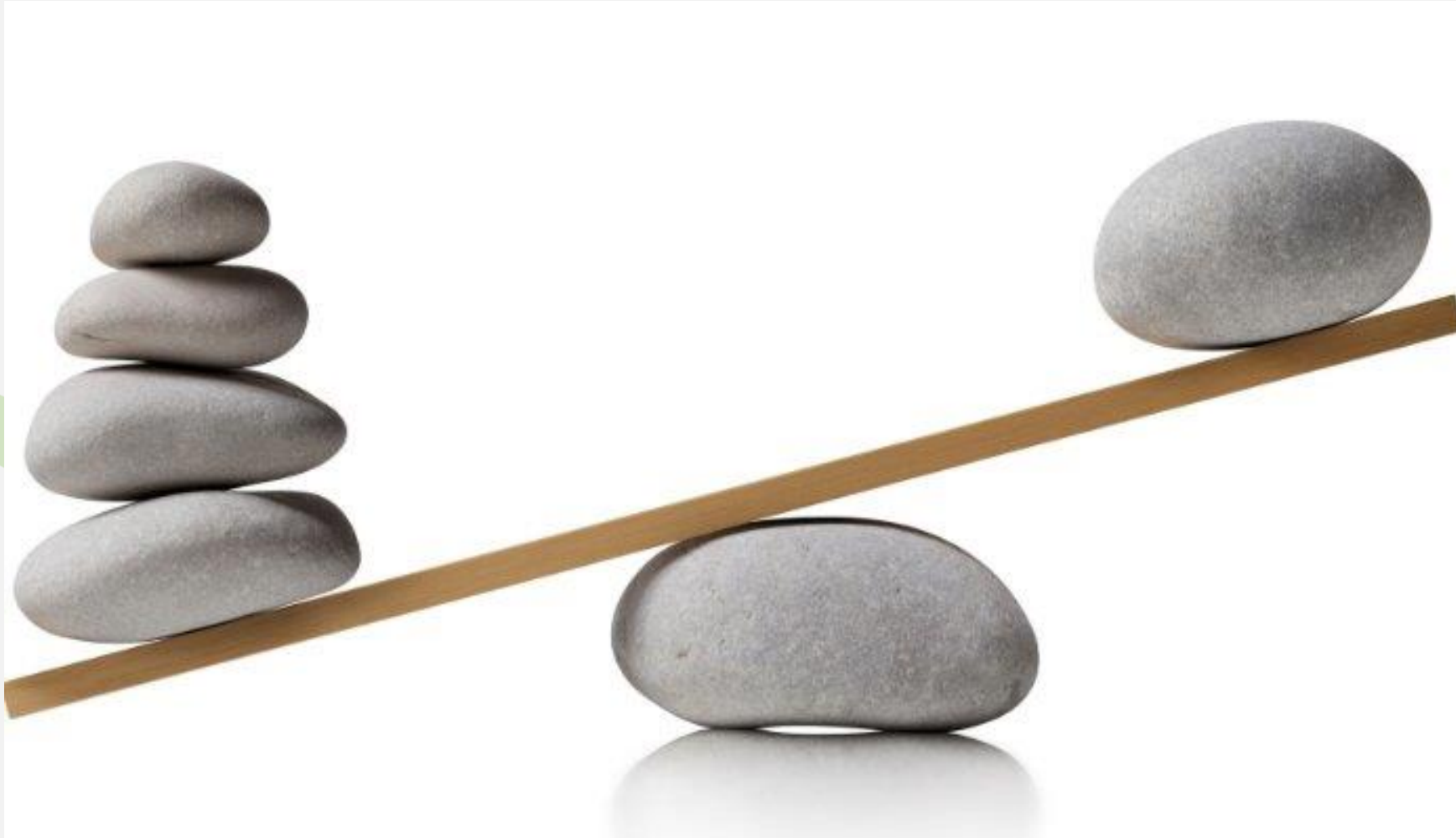
2<sup>nd</sup> or 3<sup>rd</sup> degree connection



# **Account Segmentation Plan**



Not all accounts are equal, nor  
should receive equal attention






# Vidyard ViewedIt: Humanize your engagement with video

Follow-up to next steps with SumTotal / Sales for Life ... 



 ViewedIt


 GMAIL

 COPY LINK




DELETE

# LinkedIn PointDrive: A personalized insights sharing portal

Contact

## Social Selling & The Modern Buyer




Created by:  
**Simon Booker**  
Vice President Global Sales Enablement, Professional Channel at Dassault Systèmes

Email me


This update will give PC Reseller Leaders some pointers on why we are so passionate to improve our Sales Force expertise by embracing a social selling methodology.  
If you want to REGISTER see the last link below ... So lets get started

Contains 7 assets below



### The PC Perspective

Listen to a few of the reasons we embarked on Social Selling training and some the lessons we have learned so far .... if you want your Sales team to adapt & get ahead in the digital age ... Sign up below!





**Engage &  
Educate your  
Accounts**

# Engagement best practice: Connect through a story



# Touchpoint Cadence #1: “Sphere of Influence” story



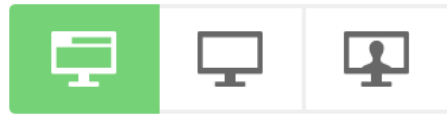


# Video use case #1



# Next Step: measure engagement

RECORD



TAB

SCREEN

CAM ONLY



MIC



CAM

Feed

Videos



SGrant@languageline.com

Viewed [Scott & Simon - next steps on Social L...](#)

April 7, 2017



1 Person

Viewed [Looking forward to working with you...](#)

April 5, 2017



jdeboer@sailthru.com

Viewed [Social Selling Mastery certification dri...](#)

March 31, 2017

4:15pm



**Kurt Vesecky** has viewed [ENHANCING ACCOUNT BASED SALES DEV...](#)

Velocify · Enterprise Sales Executive

Last Activity:  Computer ·  Chrome

Daily Snapshot

2

Total Views

2m 4s

Time Viewed

1/1

Assets Viewed

▼ Show Asset Actions (2)

3:27pm



**Brian Bader** has viewed [ENHANCING ACCOUNT BASED SALES DEVE...](#)

Velocify · Enterprise Business Development Representative

Last Activity:  Computer ·  Chrome

Daily Snapshot

5

Total Views

41m 23s

Time Viewed

1/1

Assets Viewed

▼ Show Asset Actions (5)

8:09am



**Tim Dunlea** has viewed [ENHANCING ACCOUNT BASED SALES DEVEL...](#)

Velocify · Enterprise Sales Executive

Last Activity:  Computer ·  Chrome

Daily Snapshot

1

Total Views

54s

Time Viewed

1/1

Assets Viewed

▼ Show Asset Actions (1)

Apr 25th

10:16pm



**Tom Radle** has viewed [ENHANCING ACCOUNT BASED SALES DEVEL...](#)

Velocify · Vice President, Enterprise Sales

Last Activity:  Computer ·  Chrome

Daily Snapshot

4

Total Views

13m 21s

Time Viewed

1/1

Assets Viewed

▼ Show Asset Actions (4)

# Touchpoint Cadence #2: Leverage insights to disrupt “Dead Zone”





# The importance of engaging with insights

74%

of buyers choose the sales rep that was first to bring value & insight

FORRESTER®

82%

of buyers viewed at least five pieces of content from the winning vendor

FORRESTER®

# What type of insights should I be leveraging?



# Video use case #2

## Hi Erica - Check Out Gartner Report on APM

Figure 1. Magic Quadrant for Application Performance Monitoring Suites



### Gartner | Peer Insights

Ratings and reviews of  
App Performance Monitoring  
vendors

★★★★★

[Read reviews from IT pros >](#)




0:00



 GMAIL

 COPY LINK

 SHARE



**Q&A**