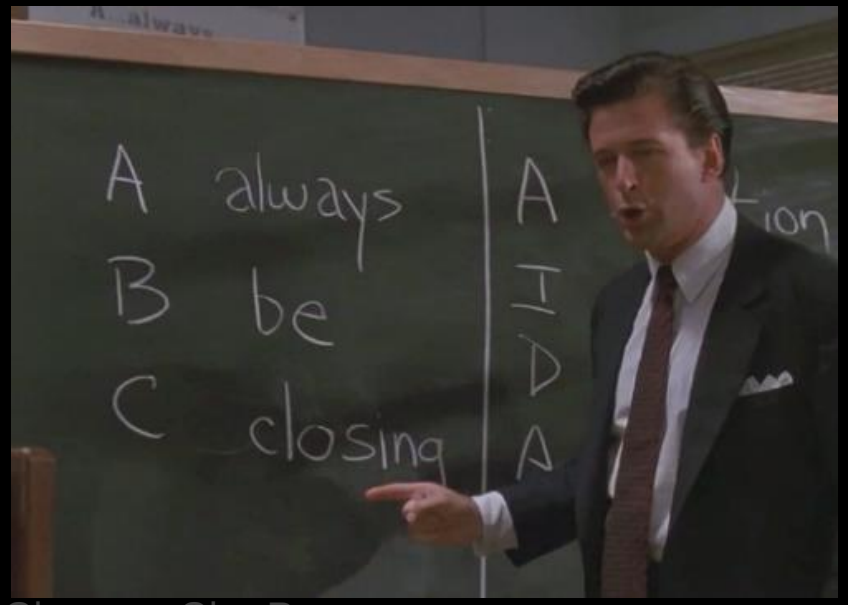
The art of Social Selling

Piotr Mrozinski
Enterprise Account Executive
LinkedIn Sales Solutions

Intro

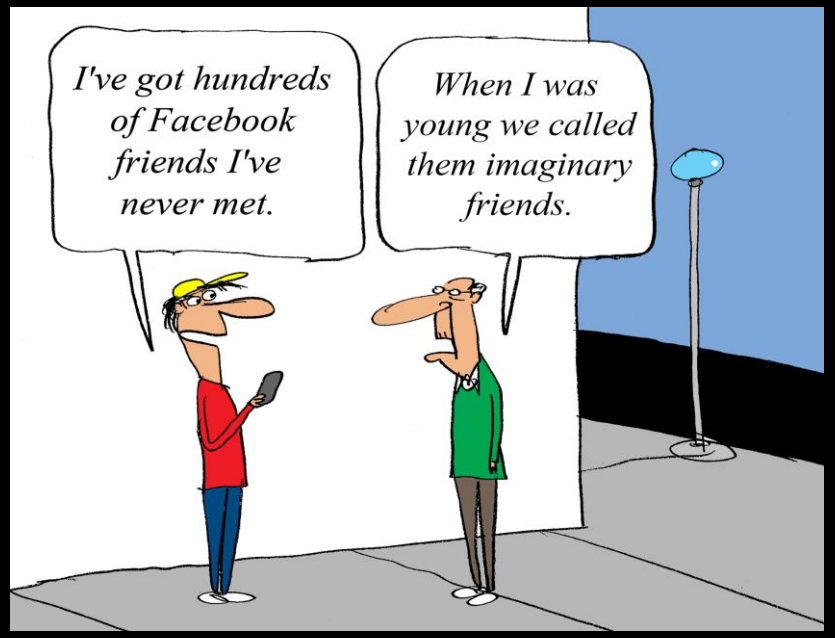


Glengarry Glen Ross

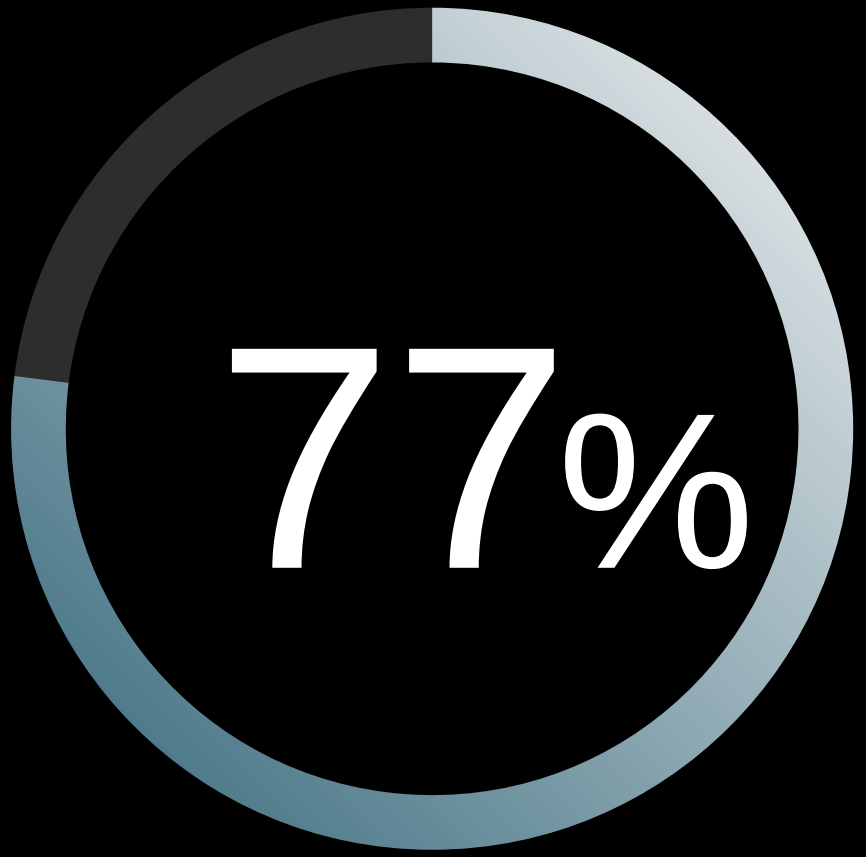
There was time, when business was done over …

But we moved on…

… and we live in the world



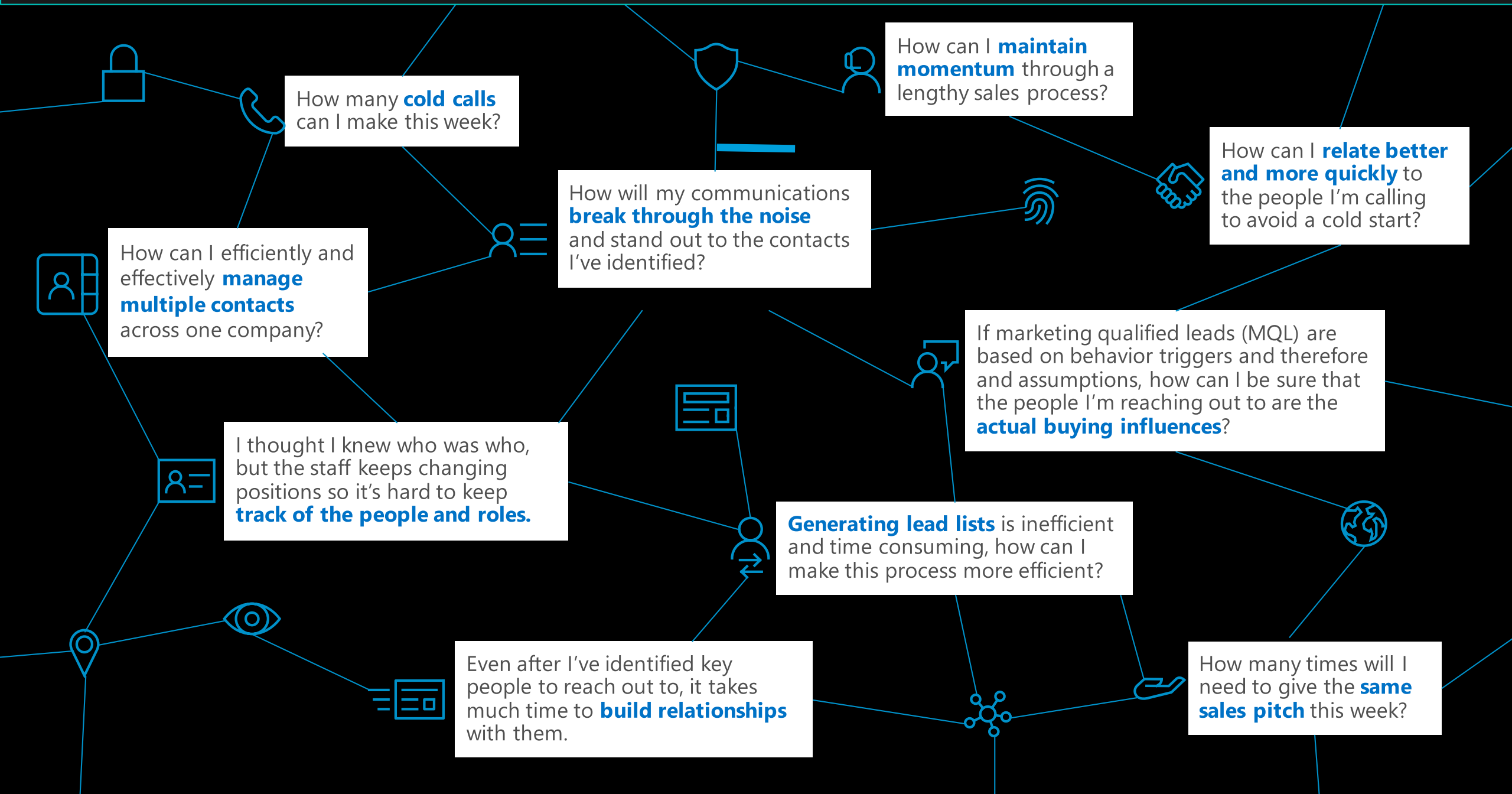
… and we live in the world



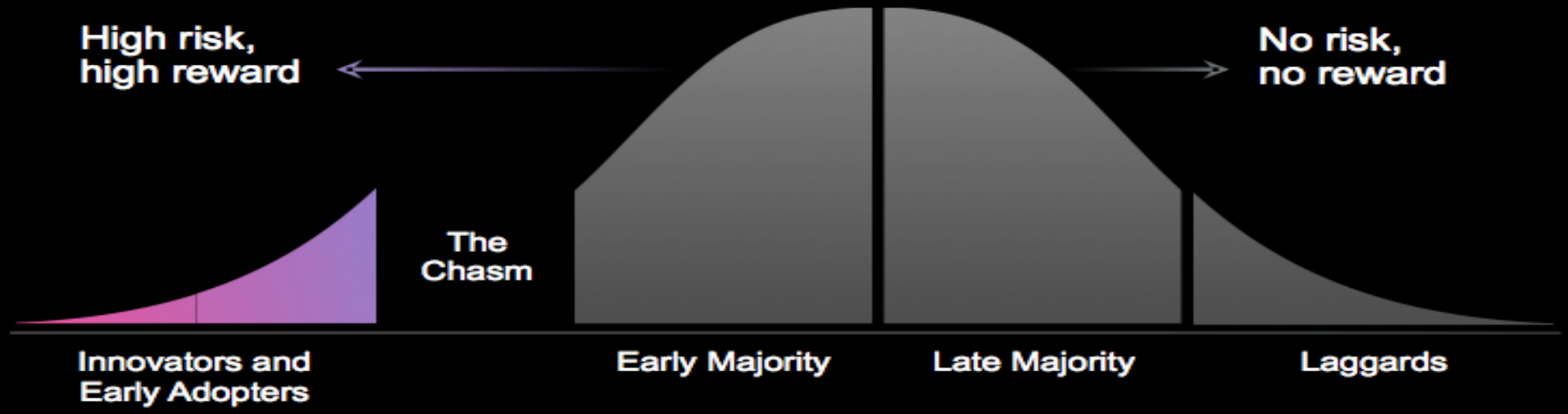
Of buyers don’t believe sales understands their business and don’t think they can help

accenture

TRADITIONAL SELLING TECHNIQUES PRESENT NUMEROUS CHALLENGES FOR THE SELLER

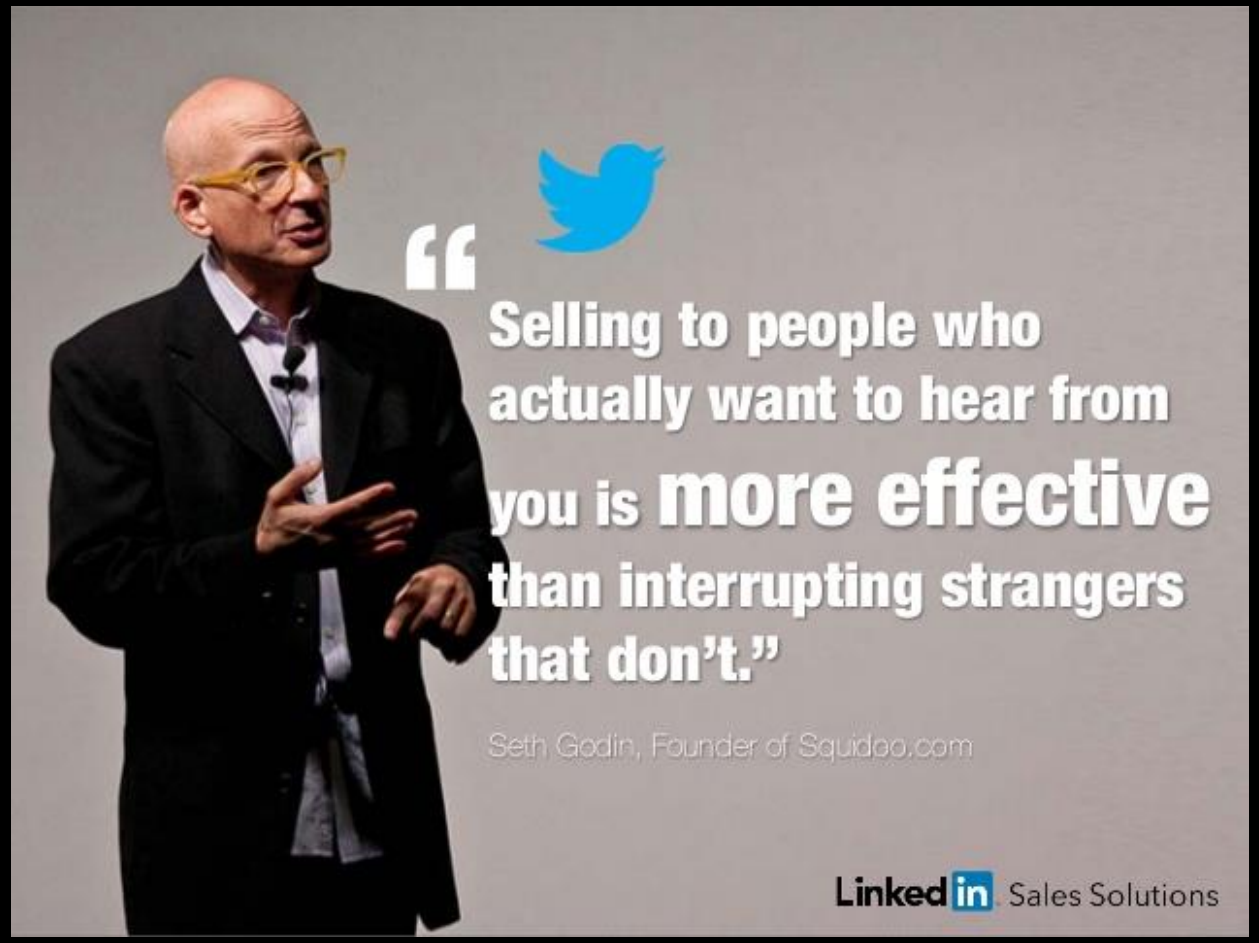


but somehow we still believe in

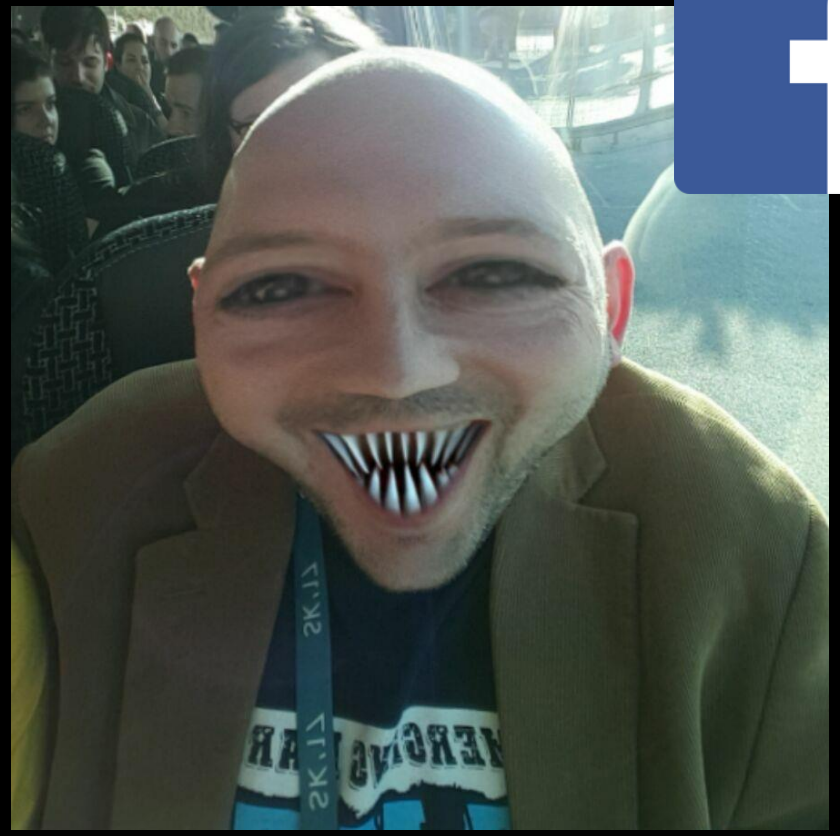

High risk,
high reward
No risk,
no reward
The
Chasm
Innovators and
Early Adopters
Early Majority
Late Majority
Laggards

Suddenly everybody wants to be „Social"

Why?


“
Selling to people who actually want to hear from you is more effective than interrupting strangers that don’t.”
Seth Godin, Founder of Squidoo.com
LinkedIn Sales Solutions

Start with right platform



LinkedIn has 500 Million members
across the world
2 B +
member updates
weekly
Billions
of professional
connections

LinkedIn Marketing Solutions

High Net Worth Individuals

Europe 2017

Audience InStats

8.4m members

Target by seniority, industry and job title. Plus choice of industry & countries

What do they do on LinkedIn?

- **32%** — More likely to follow a company page*
- **155%** — More likely to access via mobile
- **114%** — More likely to share content
- **+15%** — More likely to check InMails

Top Companies Followed

The economist
TED Conferences
BCC News
Harvard Business Review
Google
Microsoft
Apple
Financial Times
Shell
Forbes Magazine

Top Groups

Harvard Business Review Finance Club
Software and Technology
Social Media Marketing
Digital Marketing

Top Content Topics

Social Media
Employee Engagement
Recruiting
European Union
Camping
Onboarding
Community Sites
Start-ups
Coaching
Venture Capital

Who are they?

Top Job Titles

Executive Director
Salesperson
Business Strategist
Business Owner
Consultant
Project Manager

Top Industries

Financial Services & Insurance
Information Technology & Services
Oil & Energy
Banking
Telecommunications
Pharmaceuticals

Top Locatons

London
Paris
Madrid
Turkey - All
Amsterdam
Ireland - All

What's the most precious commodity for sales people…

EMAIL

System of Communication

LINKEDIN

System of Engagement

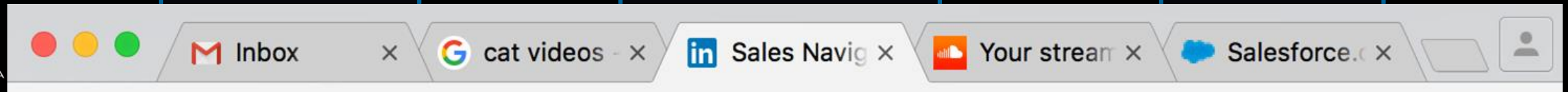
CRM

System of Record

EMAIL

LINKEDIN

CRM



System of Engagement

A system salespeople want to engage with

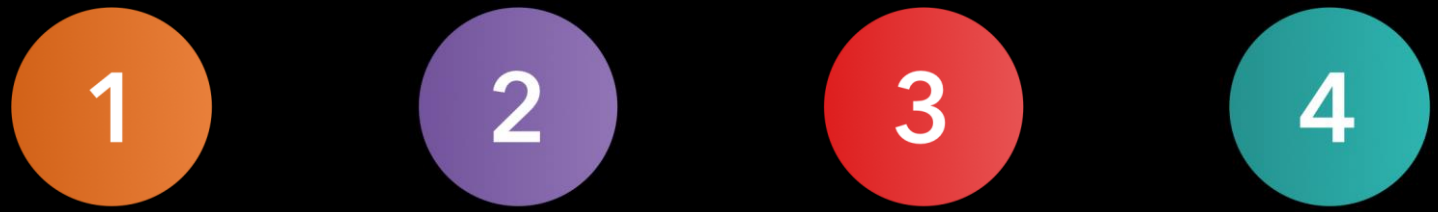
Integrates deeply with the tools you use everyday

Automatically stays up-to-date

Minimizes data entry

Answers the question “What is the next best action I should take?”

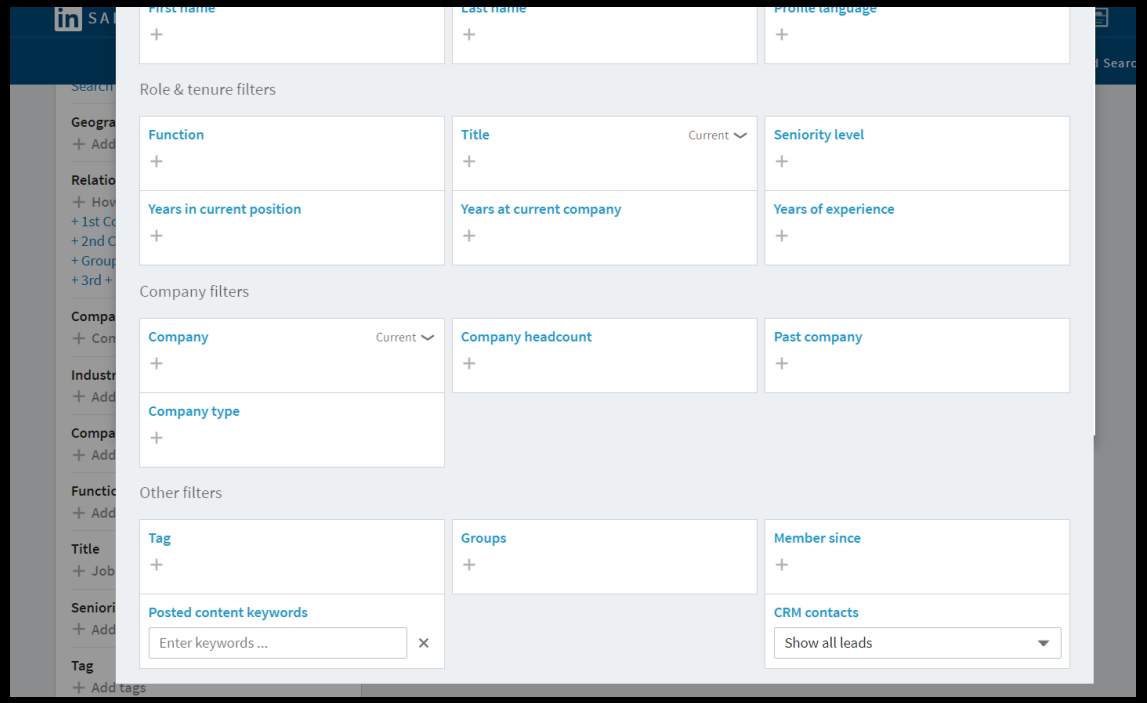
LinkedIn can help you win business in 4 steps

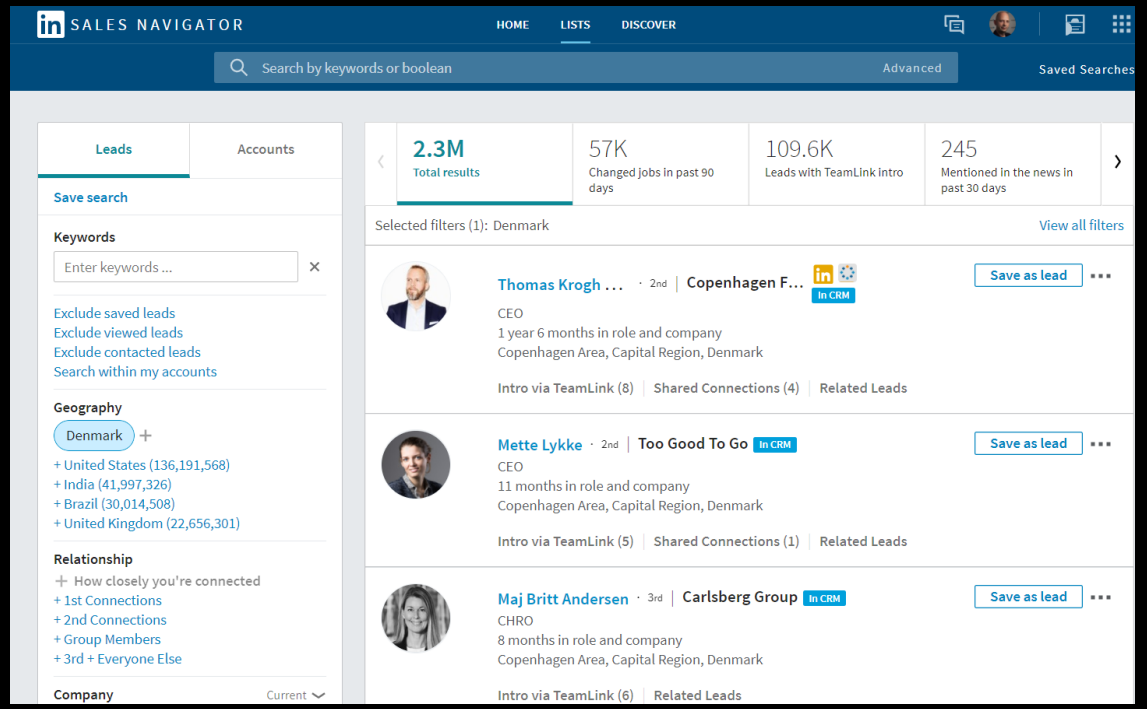


Find Relate Understand Engage

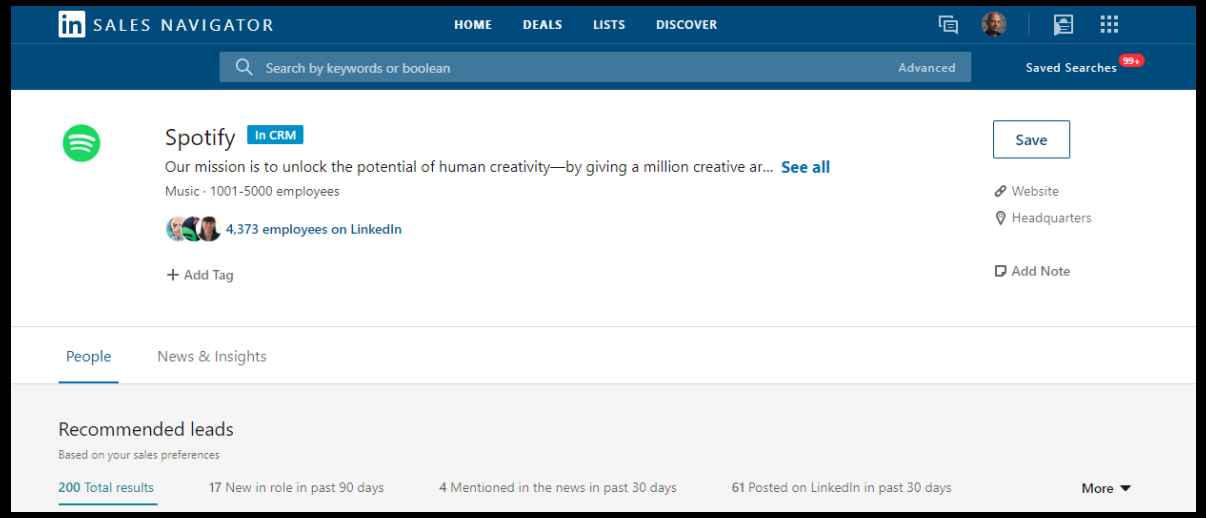
Version Team i Enterprise – pmrozinski@linkedin.com

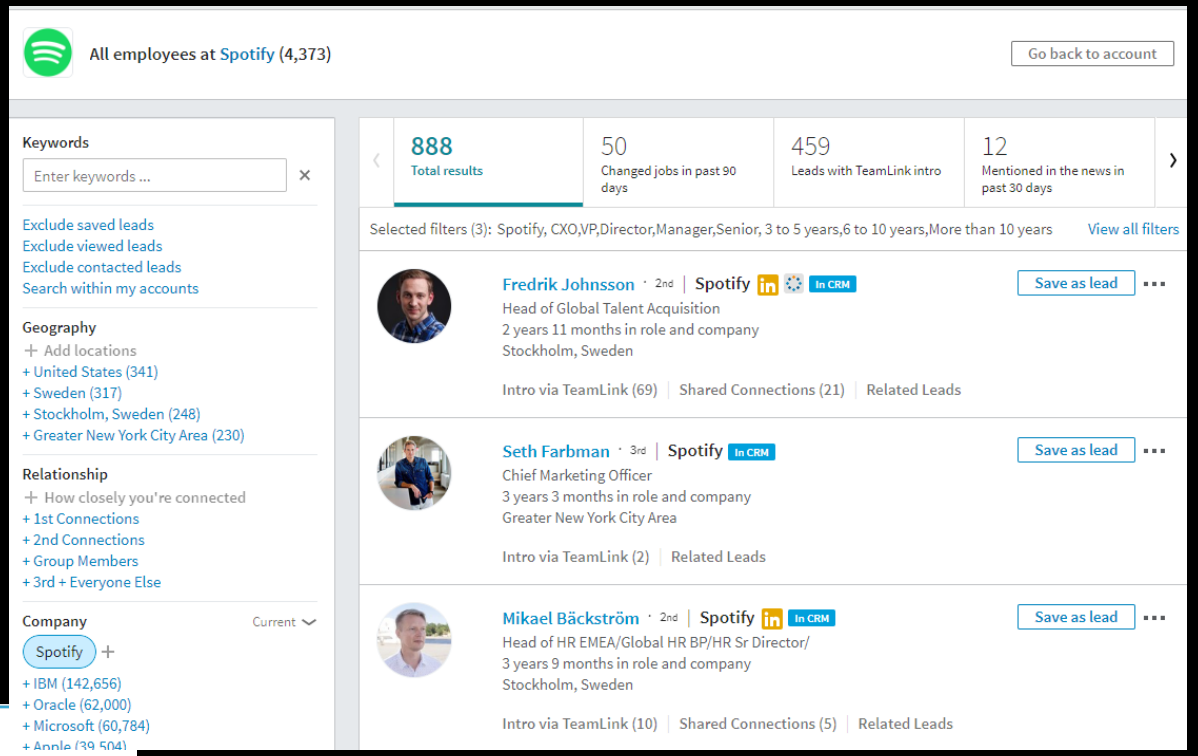
1. Find Leads


First name
Last name
Profile language
Role & tenure filters
Function
Title
Current
Seniority level
Years in current position
Years at current company
Years of experience
Company filters
Company
Current
Company headcount
Past company
Company type
Other filters
Tag
Groups
Member since
Posted content keywords
Enter keywords ...
CRM contacts
Show all leads


SALES NAVIGATOR
HOME
LISTS
DISCOVER
Search by keywords or boolean
Advanced
Saved Searches
Leads
Accounts
Save search
Keywords
Enter keywords ...
Exclude saved leads
Exclude viewed leads
Exclude contacted leads
Search within my accounts
Geography
Denmark
+ United States (136,191,568)
+ India (41,997,326)
+ Brazil (30,014,508)
+ United Kingdom (22,656,301)
Relationship
How closely you're connected
+ 1st Connections
+ 2nd Connections
+ Group Members
+ 3rd + Everyone Else
Company
Current
2.3M
Total results
57K
Changed jobs in past 90 days
109.6K
Leads with TeamLink intro
245
Mentioned in the news in past 30 days
Selected filters (1): Denmark
View all filters
Thomas Krogh ...
2nd
Copenhagen F...
In CRM
Save as lead
CEO
1 year 6 months in role and company
Copenhagen Area, Capital Region, Denmark
Intro via TeamLink (8)
Shared Connections (4)
Related Leads
Mette Lykke
2nd
Too Good To Go
In CRM
Save as lead
CEO
11 months in role and company
Copenhagen Area, Capital Region, Denmark
Intro via TeamLink (5)
Shared Connections (1)
Related Leads
Maj Britt Andersen
3rd
Carlsberg Group
In CRM
Save as lead
CHRO
8 months in role and company
Copenhagen Area, Capital Region, Denmark
Intro via TeamLink (6)
Related Leads

1. Find Leads


SALES NAVIGATOR
HOME
DEALS
LISTS
DISCOVER
Search by keywords or boolean
Advanced
Saved Searches
Spotify
In CRM
Our mission is to unlock the potential of human creativity—by giving a million creative ar... See all
Music · 1001-5000 employees
4,373 employees on LinkedIn
Add Tag
Save
Website
Headquarters
Add Note
People
News & Insights
Recommended leads
Based on your sales preferences
200 Total results
17 New in role in past 90 days
4 Mentioned in the news in past 30 days
61 Posted on LinkedIn in past 30 days
More


All employees at Spotify (4,373)
Go back to account
Keywords
Enter keywords ...
Exclude saved leads
Exclude viewed leads
Exclude contacted leads
Search within my accounts
Geography
Add locations
+ United States (341)
+ Sweden (317)
+ Stockholm, Sweden (248)
+ Greater New York City Area (230)
Relationship
How closely you're connected
+ 1st Connections
+ 2nd Connections
+ Group Members
+ 3rd + Everyone Else
Company
Current
Spotify
+ IBM (142,656)
+ Oracle (62,000)
+ Microsoft (60,784)
888
Total results
50
Changed jobs in past 90 days
459
Leads with TeamLink intro
12
Mentioned in the news in past 30 days
Selected filters (3): Spotify, CXO,VP,Director,Manager,Senior, 3 to 5 years,6 to 10 years,More than 10 years
View all filters
Fredrik Johnsson · 2nd | Spotify In CRM
Head of Global Talent Acquisition
2 years 11 months in role and company
Stockholm, Sweden
Intro via TeamLink (69) | Shared Connections (21) | Related Leads
Save as lead
Seth Farbman · 3rd | Spotify In CRM
Chief Marketing Officer
3 years 3 months in role and company
Greater New York City Area
Intro via TeamLink (2) | Related Leads
Save as lead
Mikael Bäckström · 2nd | Spotify In CRM
Head of HR EMEA/Global HR BP/HR Sr Director/
3 years 9 months in role and company
Stockholm, Sweden
Intro via TeamLink (10) | Shared Connections (5) | Related Leads
Save as lead

Role & tenure filters
Function
Title
Current
Seniority level
Years in current position
Years at current company
+ Less than 1 year
+ 1 to 2 years
+ 3 to 5 years
+ 6 to 10 years
+ More than 10 years
Seniority level
CXO
VP
Director
Manager
Senior
Company filters
Company
Current
Spotify
Company type

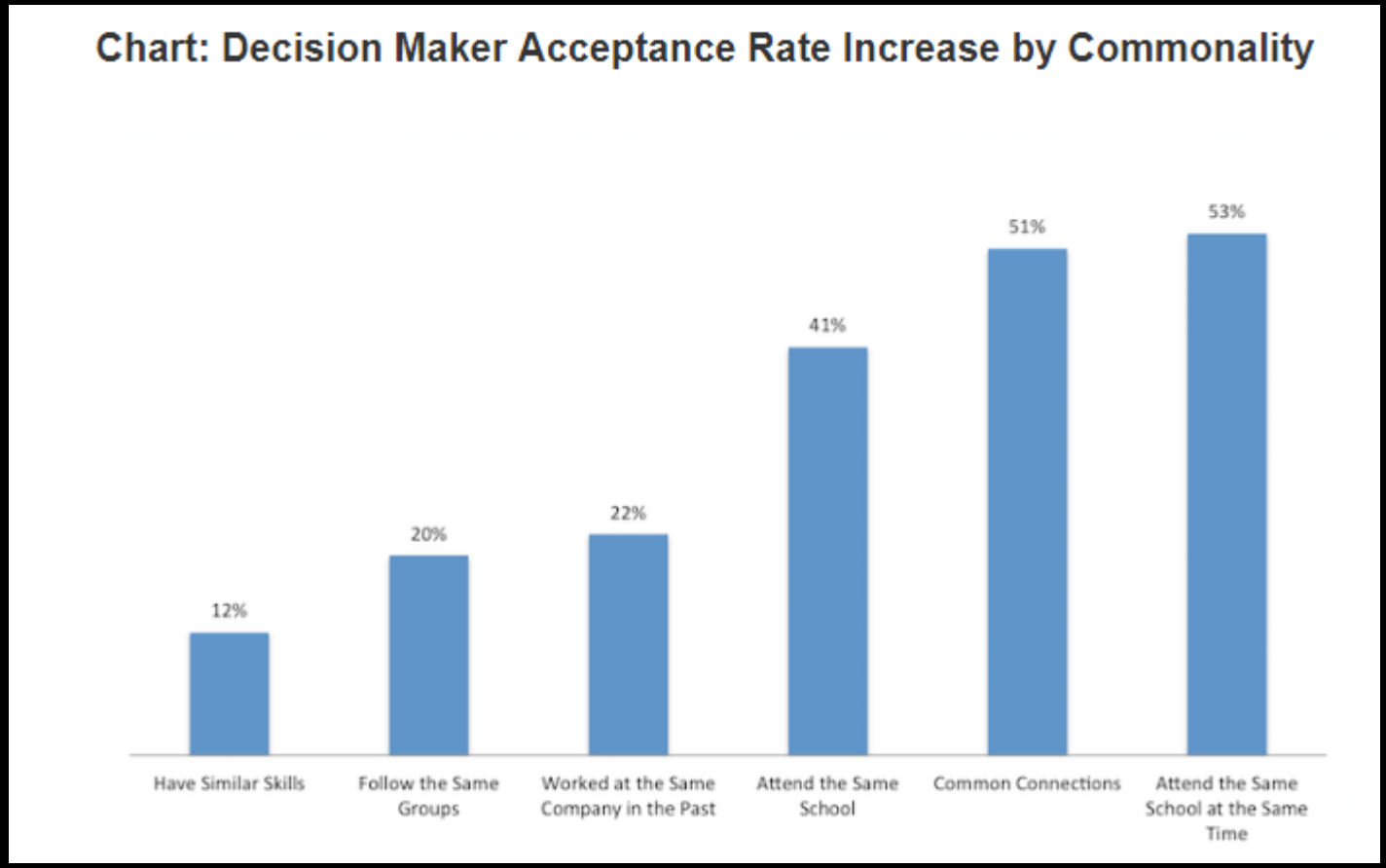
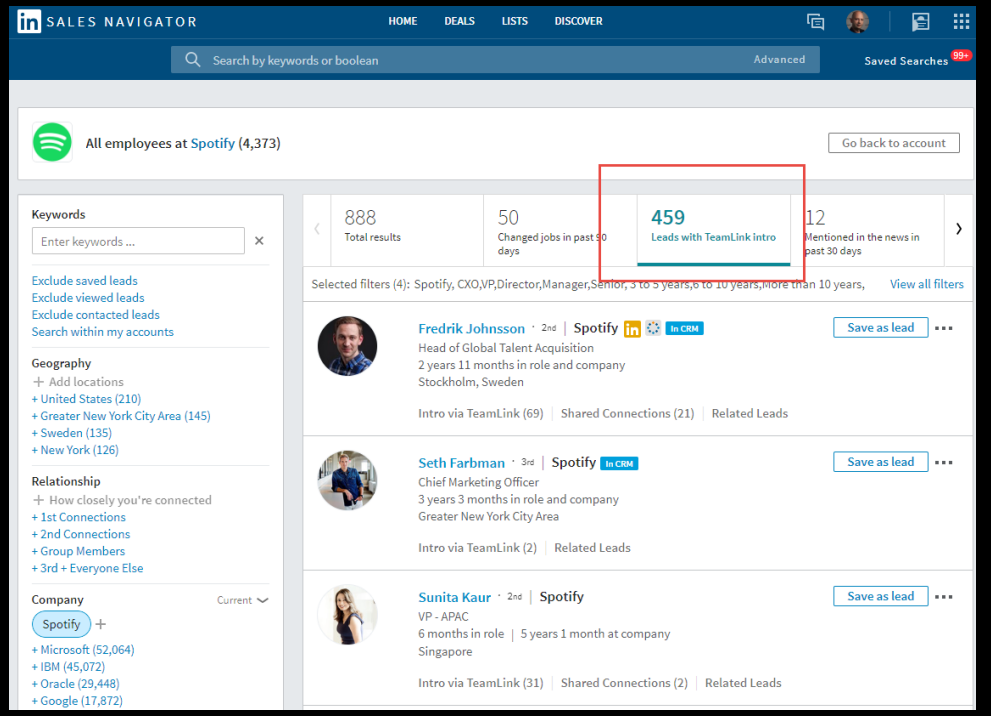


Chart: Decision Maker Acceptance Rate Increase by Commonality
12%
20%
22%
41%
51%
53%
Have Similar Skills
Follow the Same Groups
Worked at the Same Company in the Past
Attend the Same School
Common Connections
Attend the Same School at the Same Time

2. Relate

REFERRALS


SALES NAVIGATOR
HOME
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Search by keywords or boolean
Advanced
Saved Searches
All employees at Spotify (4,373)
Go back to account
Keywords
Enter keywords ...
Exclude saved leads
Exclude viewed leads
Exclude contacted leads
Search within my accounts
Geography
Add locations
+ United States (210)
+ Greater New York City Area (145)
+ Sweden (135)
+ New York (126)
Relationship
How closely you're connected
+ 1st Connections
+ 2nd Connections
+ Group Members
+ 3rd + Everyone Else
Company
Current
Spotify
+ Microsoft (52,064)
+ IBM (45,072)
+ Oracle (29,448)
+ Google (17,872)
888
Total results
50
Changed jobs in past 90 days
459
Leads with TeamLink intro
12
Mentioned in the news in past 30 days
Selected filters (4): Spotify, CXO,VP,Director,Manager,Senior, 3 to 5 years,6 to 10 years,More than 10 years,
View all filters
Fredrik Johnsson · 2nd | Spotify In CRM
Head of Global Talent Acquisition
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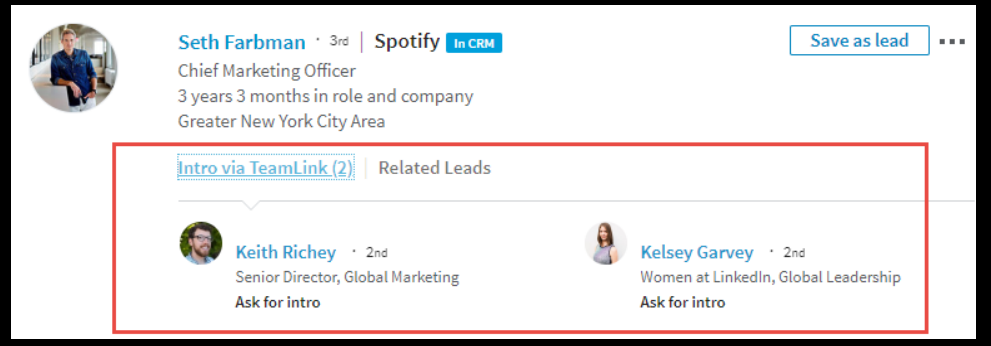
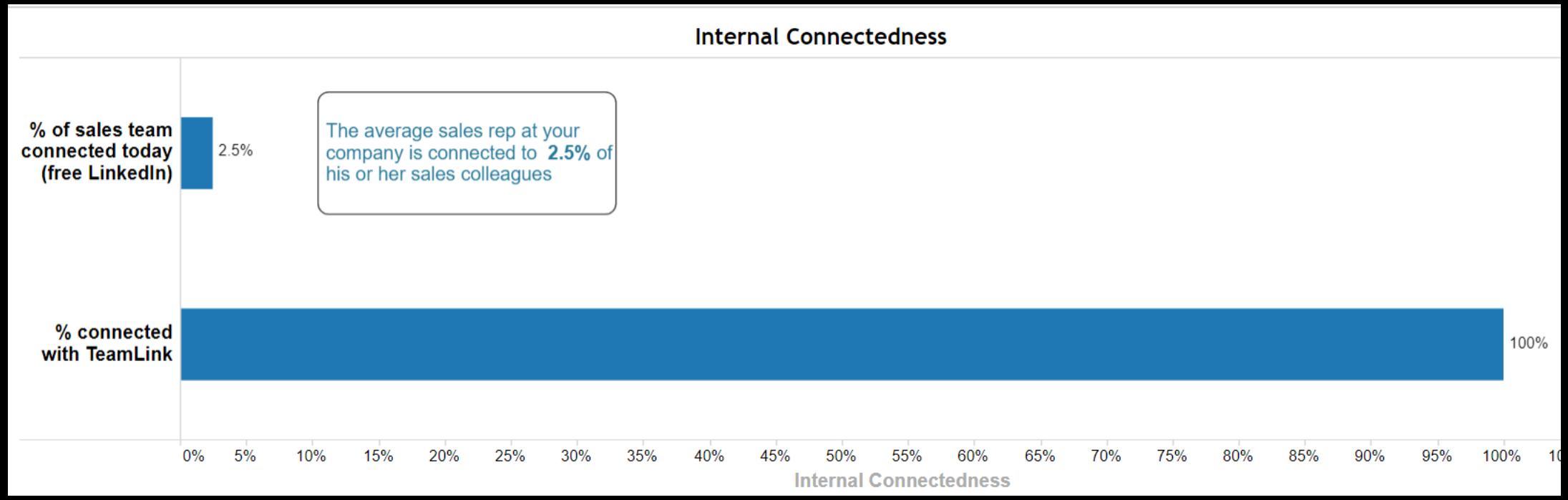
Save as lead
Seth Farbman · 3rd | Spotify In CRM
Chief Marketing Officer
3 years 3 months in role and company
Greater New York City Area
Intro via TeamLink (2) | Related Leads
Save as lead
Sunita Kaur · 2nd | Spotify
VP - APAC
6 months in role | 5 years 1 month at company
Singapore
Intro via TeamLink (31) | Shared Connections (2) | Related Leads
Save as lead


Seth Farbman · 3rd | Spotify In CRM
Chief Marketing Officer
3 years 3 months in role and company
Greater New York City Area
Save as lead
Intro via TeamLink (2) | Related Leads
Keith Richey · 2nd
Senior Director, Global Marketing
Ask for intro
Kelsey Garvey · 2nd
Women at LinkedIn, Global Leadership
Ask for intro

How well connected is your team



2. Relate

All employees at Spotify (4,373)

Go back to account

Keywords

Enter keywords ...

Exclude saved leads
Exclude viewed leads
Exclude contacted leads
Search within my accounts

Geography

+ Add locations
+ Sweden (23)
+ Stockholm, Sweden (20)
+ Stockholm, Stockholm County, Sweden (...
+ United States (13)

Relationship

2nd Connections +

+ Group Members (30)
+ 3rd + Everyone Else (809)

54 Total results | 3 Changed jobs in past 90 days | 44 Leads with TeamLink intro | 2 Mentioned in the news in past 30 days

Selected filters (4): 2nd Connections, Spotify, CXO,VP,Director,Manager,Senior, 3 to 5 years,6 to 10 years,Mo... View all filters

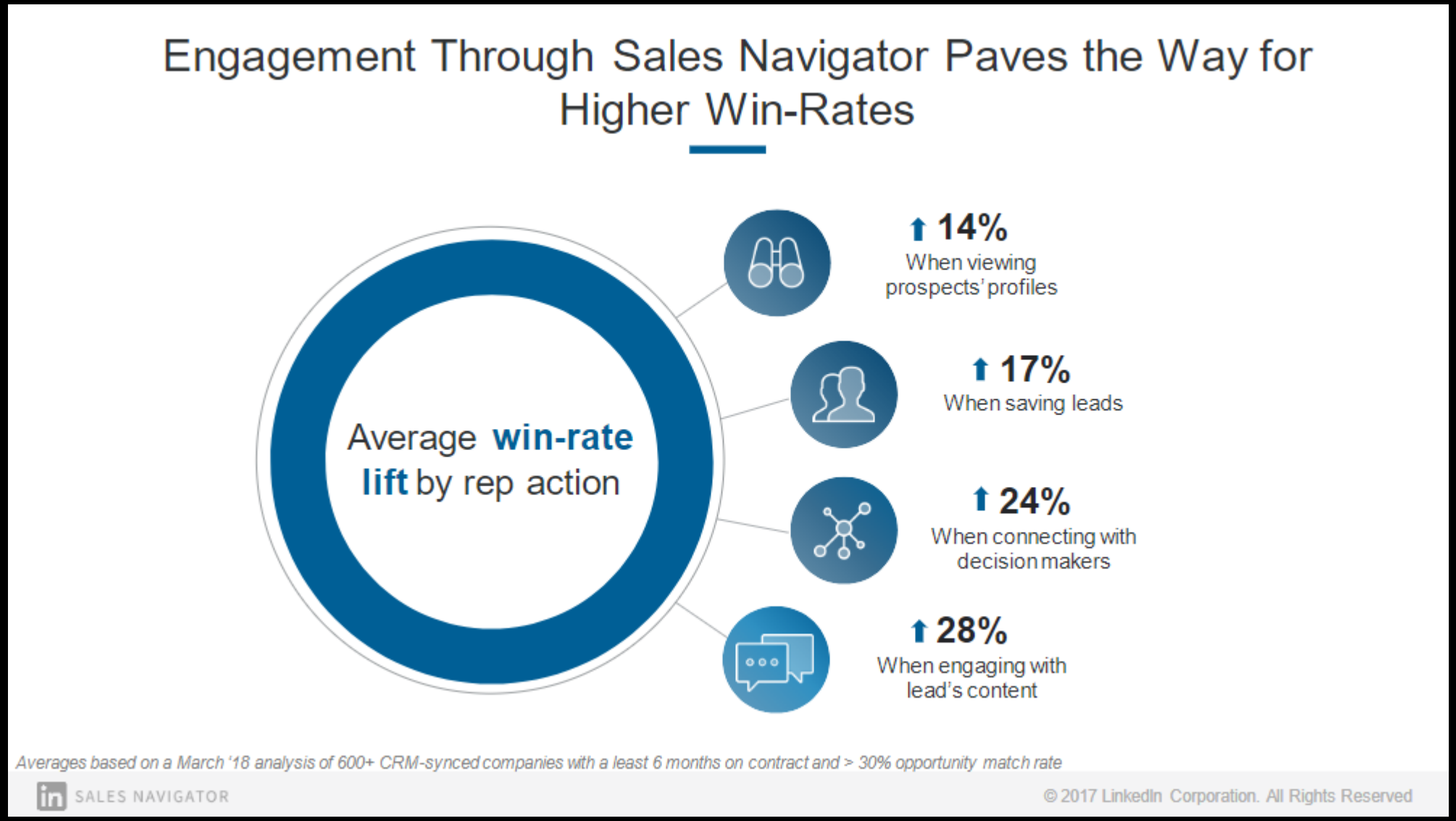
Sunita Kaur · 2nd | Spotify
VP - APAC
6 months in role | 5 years 1 month at company
Singapore
Intro via TeamLink (31) | Shared Connections (2) | Related Leads
Save as lead

Fredrik Johnsson · 2nd | Spotify In CRM
Head of Global Talent Acquisition
2 years 11 months in role and company
Stockholm, Sweden
Intro via TeamLink (69) | Shared Connections (21) | Related Leads
Save as lead

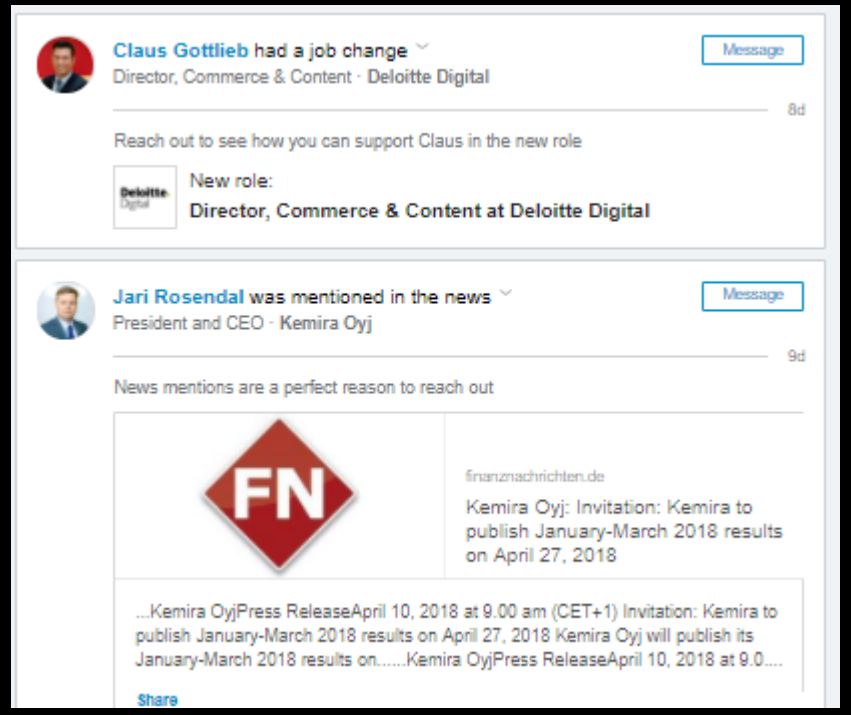
Shakil Khan · 2nd | Spotify In CRM
Investor and Advisor
10 years 6 months in role and company
London, United Kingdom
Intro via TeamLink (10) | Shared Connections (1) | Related Leads
Save as lead

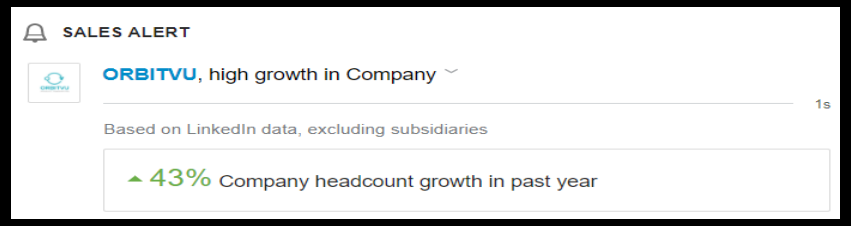
Ariel Eckstein · 1st | LinkedIn
Vice President, Global Clients
Message

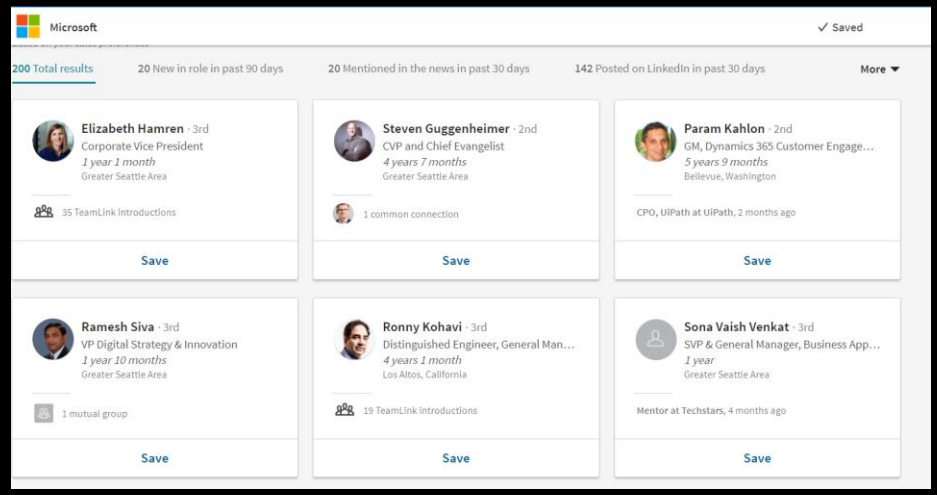
3. Understand

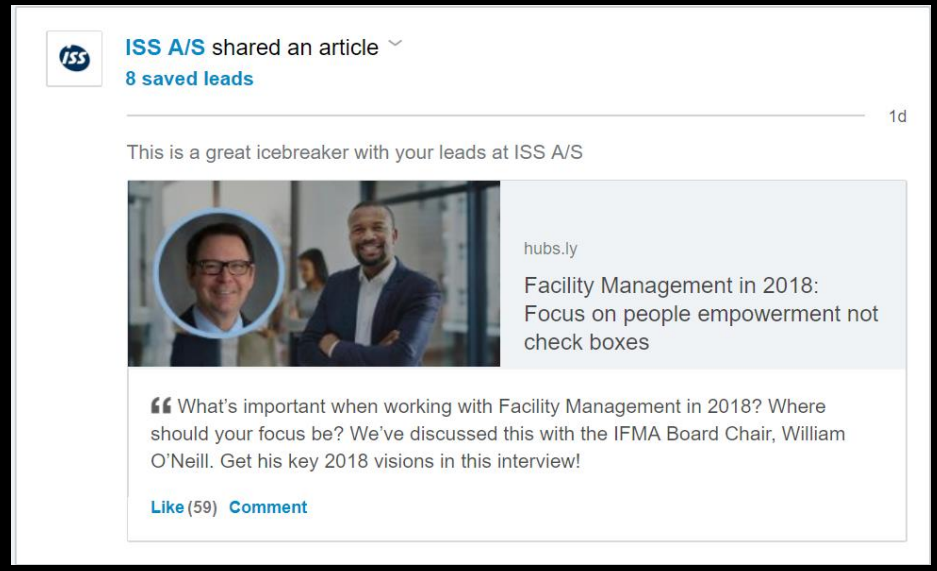


3. Understand









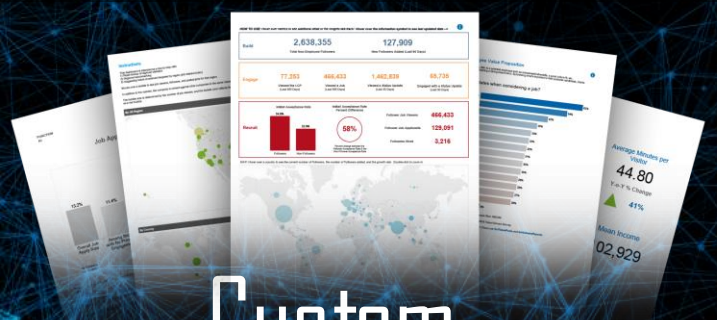
3. Understand

Leverage the power of

INSIGHTS

Audience
insights

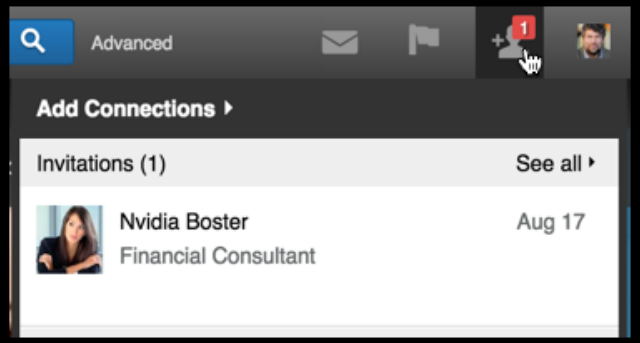
Strategic
insights



Custom
insights

4. Engage

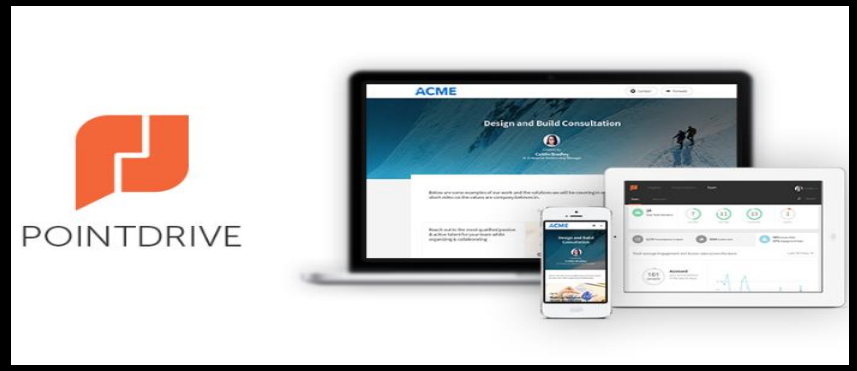
Send Direct InMail

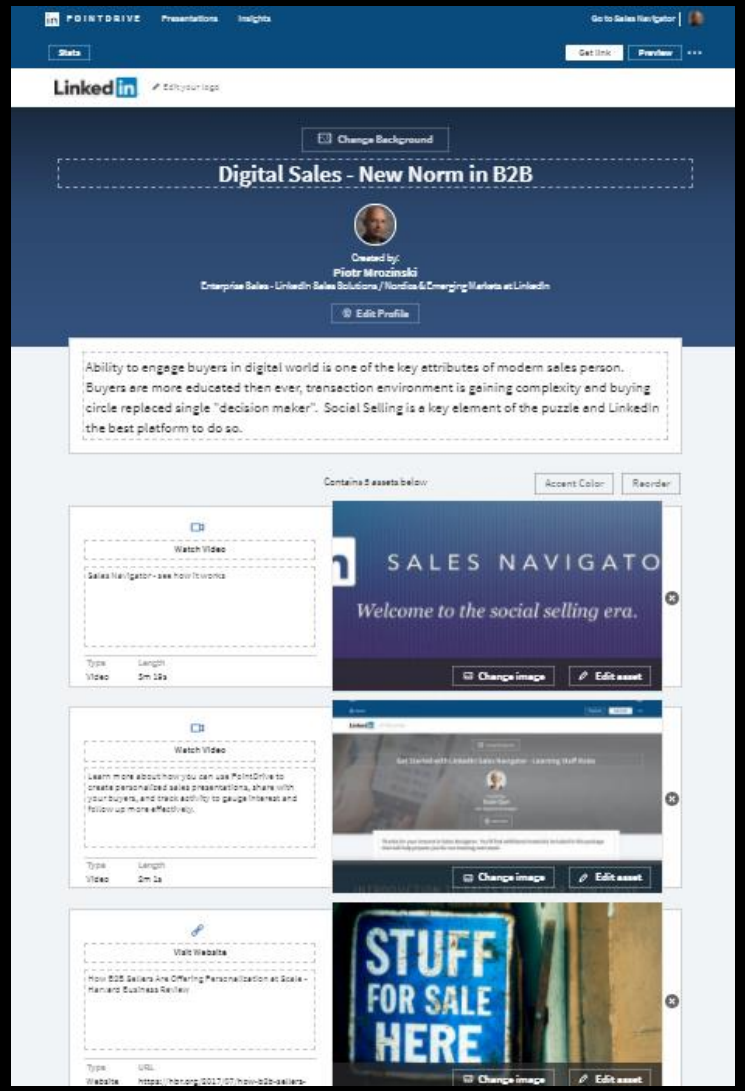


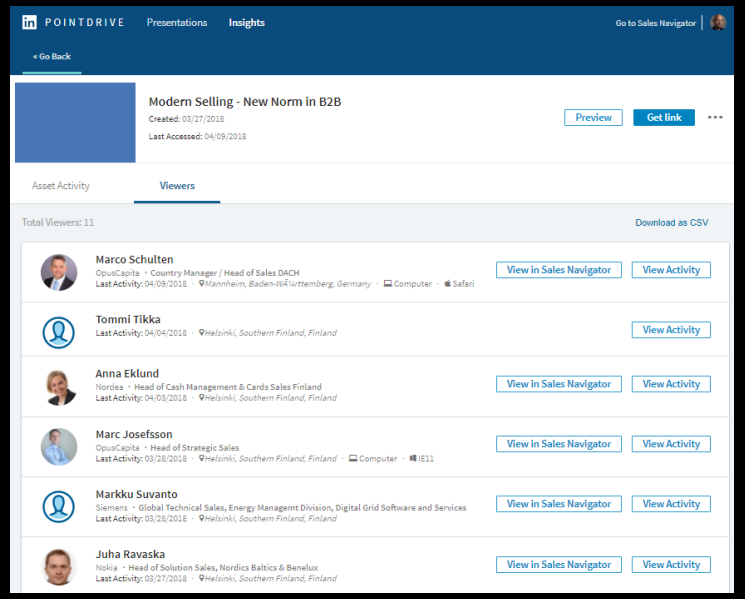
Connect with people you know

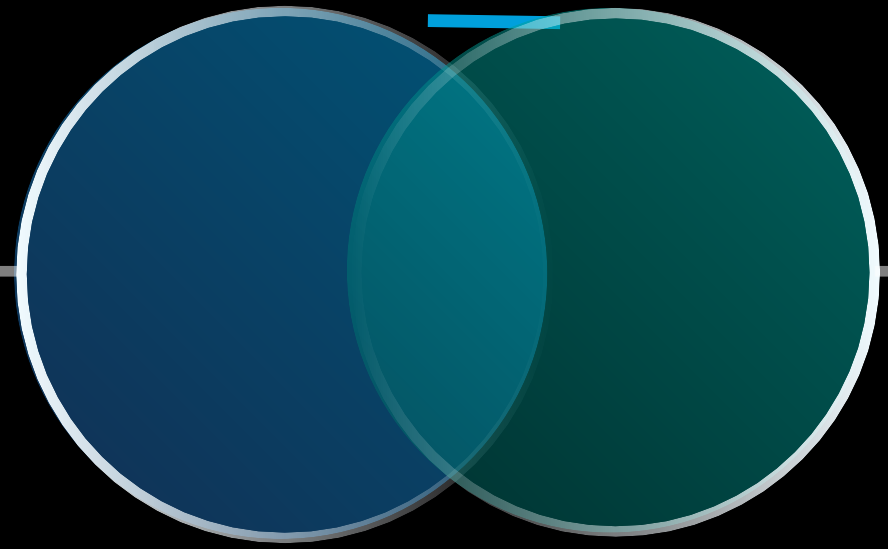
Participate

4. Engage


POINTDRIVE
ACME
Design and Build Consultation


POINTDRIVE
Presentations
Insights
Go to Sales Navigator
Stats
Get link
Preview
LinkedIn
Change Background
Digital Sales - New Norm in B2B
Created by:
Piotr Mrozinski
Edit Profile
Ability to engage buyers in digital world is one of the key attributes of modern sales person. Buyers are more educated then ever, transaction environment is gaining complexity and buying circle replaced single "decision maker". Social Selling is a key element of the puzzle and LinkedIn the best platform to do so.
Contains 5 assets below
Accent Color
Reorder
Watch Video
Sales Navigator - see how it works
Type
Length
Video
2m 19s
SALES NAVIGATO
Welcome to the social selling era.
Change image
Edit asset
Watch Video
Learn more about how you can use PointDrive to create personalized sales presentations, share with your buyers, and track activity to gauge interest and follow up more effectively.
Video
2m 1s
Visit Website
How B2B Sellers Are Offering Personalization at Scale - Harvard Business Review
Website
STUFF FOR SALE HERE


POINTDRIVE
Presentations
Insights
Go to Sales Navigator
« Go Back
Modern Selling - New Norm in B2B
Created: 03/27/2018
Last Accessed: 04/09/2018
Preview
Get link
Asset Activity
Viewers
Total Viewers: 11
Download as CSV
Marco Schulten
OpusCapita · Country Manager / Head of Sales DACH
Last Activity: 04/09/2018 · Mannheim, Baden-Württemberg, Germany · Computer · Safari
View in Sales Navigator
View Activity
Tommi Tikka
Last Activity: 04/04/2018 · Helsinki, Southern Finland, Finland
View Activity
Anna Eklund
Nordea · Head of Cash Management & Cards Sales Finland
Last Activity: 04/03/2018 · Helsinki, Southern Finland, Finland
View in Sales Navigator
View Activity
Marc Josefsson
OpusCapita · Head of Strategic Sales
Last Activity: 03/28/2018 · Helsinki, Southern Finland, Finland · Computer · IE11
View in Sales Navigator
View Activity
Markku Suvanto
Siemens · Global Technical Sales, Energy Management Division, Digital Grid Software and Services
Last Activity: 03/28/2018 · Helsinki, Southern Finland, Finland
View in Sales Navigator
View Activity
Juha Ravaska
Nokia · Head of Solution Sales, Nordics Baltics & Benelux
Last Activity: 03/27/2018 · Helsinki, Southern Finland, Finland
View in Sales Navigator
View Activity



The overlap between sales and marketing audience targets is 34% in enterprises and 14% in SMB.
We can bridge the gap

LinkedIn

SALES NAVIGATOR

Lead 1
Saved

Lead 2
Save

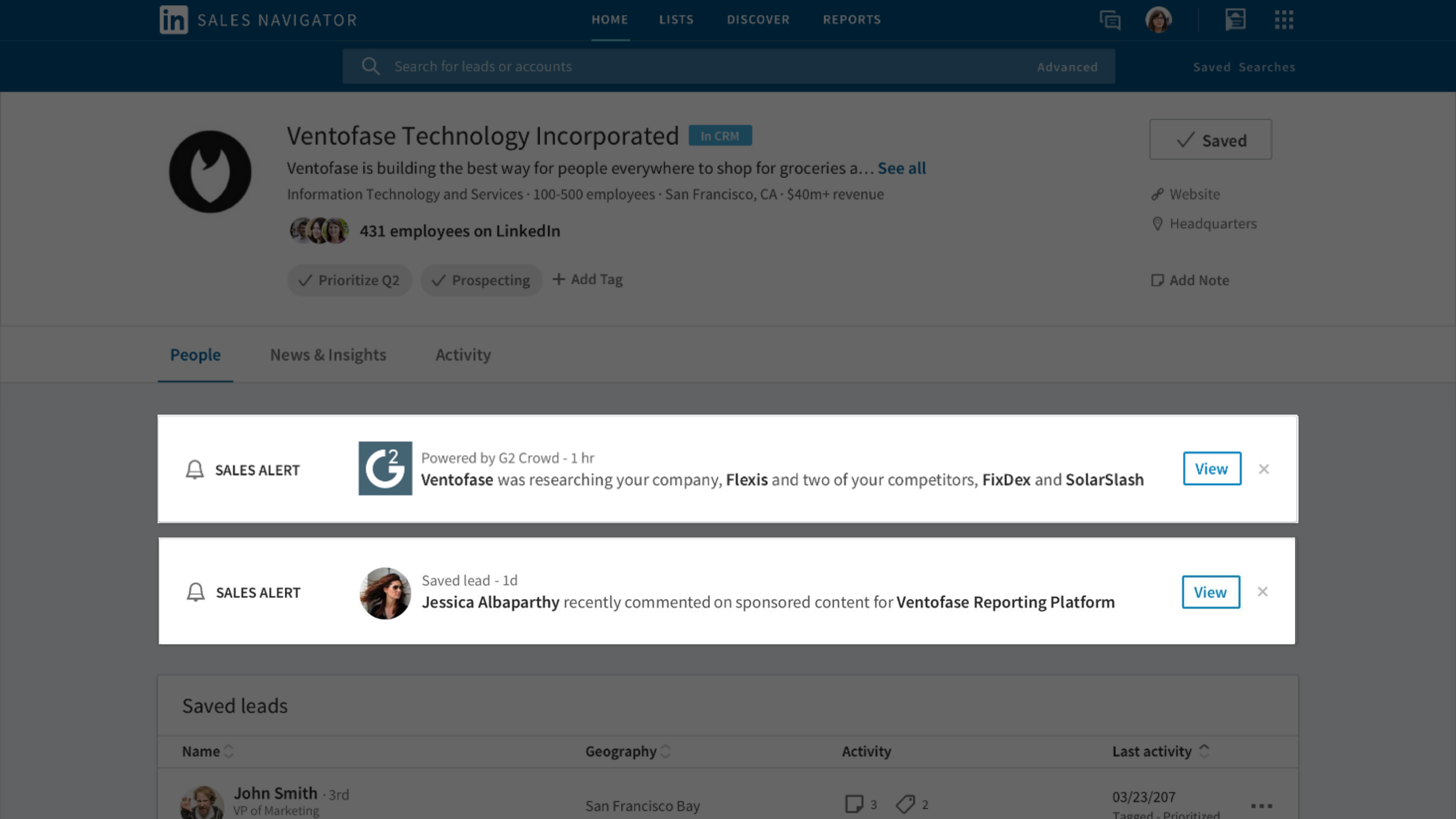
Lead 3
Save

Account 1
Save

Account 2
Save

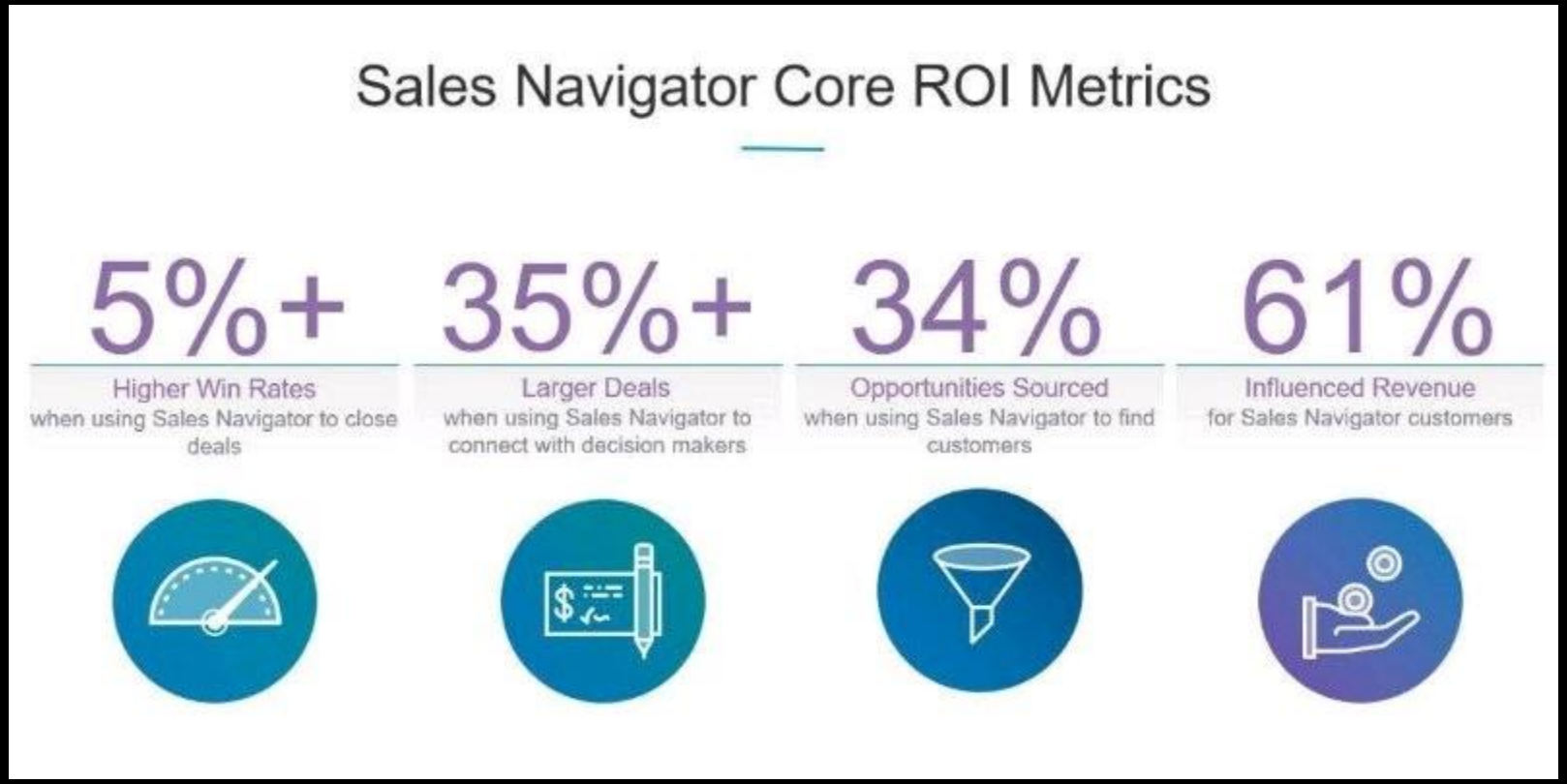
Account 3
Save

CAMPAIGN MANAGER


SALES NAVIGATOR
HOME
LISTS
DISCOVER
REPORTS
Search for leads or accounts
Advanced
Saved Searches
Ventofase Technology Incorporated
In CRM
Ventofase is building the best way for people everywhere to shop for groceries a... See all
Information Technology and Services · 100-500 employees · San Francisco, CA · $40m+ revenue
431 employees on LinkedIn
Prioritize Q2
Prospecting
+ Add Tag
Saved
Website
Headquarters
Add Note
People
News & Insights
Activity
SALES ALERT
Powered by G2 Crowd - 1 hr
Ventofase was researching your company, Flexis and two of your competitors, FixDex and SolarSlash
View
SALES ALERT
Saved lead - 1d
Jessica Albaparthy recently commented on sponsored content for Ventofase Reporting Platform
View
Saved leads
Name
Geography
Activity
Last activity
John Smith · 3rd
VP of Marketing
San Francisco Bay
3
2
03/23/207
Tagged - Prioritized

ROI - Show me the money!

ROI - Show me the money!



Thank you!

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