

# Social Selling to the C-Suite

Using Social Media to Reach and Influence Decision-Makers



Social Selling to the C-Suite is a fast-paced, one-day workshop that helps professional salespeople integrate the use of social selling skills and business intelligence tools into the sales process to develop, maintain and leverage relationships with C-Suite executives.

## About this Workshop

In today's digital marketplace, C-Suite executives are searching for solutions on the Internet and interfacing with colleagues and friends for buying recommendations long before they even meet a salesperson. Being able to leverage social media is fundamental for today's business-to-business salesperson.

In this workshop, participants develop a Social Selling Plan that is unique to their environment. They also learn best practices in social selling by examining how salespeople are using LinkedIn, Twitter, InsideView and other social media to increase their sales and create new opportunities. They will improve their social media presence by building a compelling LinkedIn profile and learn how to use a variety of social media resources to find prospects for their products and services.

Participants also learn how to employ a robust set of social selling tools to conduct pre-call research and planning, so as to maximize initial contacts with C-Suite executives. Most importantly, they will develop techniques that enable them to identify and align with the relevant executive for the sales opportunity with the right message at the right time!

## Key Takeaways

- Social Selling Plan customized for each participant's sales environment
- Compelling LinkedIn profile that clearly describes the salesperson's unique background and experience, enabling them to differentiate themselves from their competitors
- Highly-targeted prospect lists using InsideView and other social media resources
- Social media research techniques that enable participants to know what to say in their initial calls with C-Suite executives
- A set of specific social selling actions for the next 30–60 days

For additional information about the Social Selling to the C-Suite workshop, contact:

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