

Social Selling – Is It the Latest and Greatest for Finding Business?

By Ken Guest



Find Relate Engage

Where Sales
and
Marketing
Coincide



Social Selling

Comparison

Traditional Selling	Social Selling
Buys lead lists	Utilize Social Networks
Limited personal information available	Ability to contact through the network
Random Contacts	Real people
Rely on cold calls	Create a warm introduction
Push the usual sales script	Have a real conversation
A “yes” is just a yes	A “yes” is a sold product, as well as network growth



Generate
Target
Audience

Qualify
Lead

Get noticed

Ask for a
meeting

Today's buyers



DIGITALLY
DRIVEN



SOCIALLY
CONNECTED



MULTIPLE
DEVICES



DO NOT WANT
TO BE SOLD TO



WANT A CHOICE

1. Be Where the Buyers are Looking



2. Establish Credibility

Link to the
official website

Company and
Product
Reviews

Sound Human
rather than
Robotic

Employees
should have
active accounts

3. Active Customer Services

Designate one person to continuously monitor accounts

Answer questions

Reply to mentions and comments-Good or Bad

Keep track of active followers: these could be potential customers

How to Respond to comments

Positive

Thank them
for the
comment

Favorite,
retweet, or
like

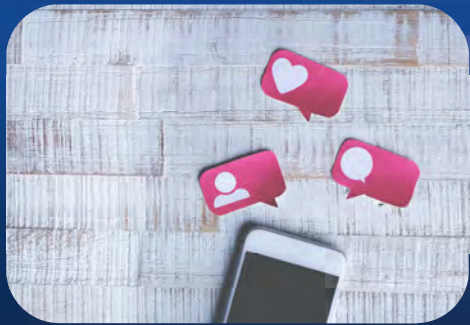
Negative

Create a
sympathetic
apology

See if there is any
way to help

Offer additional
contact info if
needed

LinkedIn Notifications



Likes and
comments on
your posts



Birthdays



Work
Anniversaries



New Job or
position

USE A PROFESSIONAL PICTURE

LinkedIn profiles with photos get 21x more views and 36x more messages.

120-character hook for people to find you in a LinkedIn search. Make it memorable so someone clicks on your profile and not your competitors.

HEADLINE

Consider your target market, and then speak directly to it. Embed as many industry keywords as you can.



CUSTOMIZE YOUR LINKEDIN URL

1. Move your cursor over "Edit Profile."
2. Click the URL link under your profile photo. It will be addressed like "www.linkedin.com/in/yourname."
3. Click the public profile URL section on the right, click the "Edit" icon next to your URL.
4. Type the last part of your new custom URL in the text box.
5. Click "save."

CONTACT INFORMATION

Should Include:

1. Email address
2. Phone number
3. Other social media links
4. Company website

About section= 30-second commercial

Your LinkedIn profile should answer the perennial question: "Is what this person does relevant to me?" – LinkedIn Sales Solutions

More than half a billion professionals worldwide gather on LinkedIn.

About

Nearly 25 years in sales, sales management, recruiting, training and consulting to a wide variety of industries including manufacturing, distribution, and professional service industries.

Co-Author of two Sandler Books- Selling in Manufacturing and Logistics, and Digital Prospecting.

Specialties: Sandler Training, Sales Training, Leadership Development, Management Training, Sales Force Development, Sales Training Coaches, Sales Training Speakers, Recruiting, Social Media, CRM, Accountability, Customer Service Training, Marketing



Work Experience

Experience



Partner/Owner

Sandler Training by The Ruby Group, LLC. · Full-time
Jun 2011 – Present · 9 yrs 2 mos
Cleveland/Akron, Ohio Area

The Ruby Group provides sales force development and management training to businesses in Akron & Canton, Ohio using Sandler training methods. The Ruby Group's Sandler Training coaches provide management training and selling techniques that get people motivated. Sandler Training is an innovative leader in sales force development and sales leadership training. Entrepreneur Magazine has ranked Sandler as the No. 1 training company seven times since 1994, including 2005-2009.



President

Nutmeg Unlimited LLC
May 2008 – Dec 2011 · 3 yrs 8 mos

Nutmeg Unlimited provides window treatments to hospitality, health care, education & corporate office worlds. Nutmeg provides the complete solution for your roller shade, wood blinds, mini blinds, vertical blinds, draperies or plantation shutter needs. We manage the project from assisting you in specification writing, to pricing, value engineering, field measurements, manufacturing & installation.



National Sales Manager

Graphic Encounter, Inc.
Nov 2008 – Mar 2010 · 1 yr 5 mos



National Sales Mgr

Merlin Manufacturing
Jan 1995 – May 2008 · 13 yrs 5 mos



Licensing Coordinator

Vestax Securities Corp
1991 – 1994 · 3 yrs



Skills and Endorsements

How To Add Skills

1. Move your cursor over Profile at the top of your homepage and select Edit Profile.
2. Scroll to the Skills & Endorsement section of your profile.
3. Move your cursor over the section and click the + Add skill button in the top right.
4. Select Yes or No next to I want to be endorsed to determine whether others can endorse you and select your communication settings.
5. Type the name of a skill in the text box and choose it from the dropdown list that appears. If your skill doesn't appear, completely type in the skill name in the field.
6. Click Add. Then click Save.

Skills & Endorsements



Leadership · 99+



Endorsed by Bruce Seidman and 1 other who is highly skilled at this



Endorsed by Mandy Caruso and 9 other mutual connections



Leadership Development · 72



Endorsed by Joe Marr and 2 others who are highly skilled at this



Endorsed by Dean Langfitt and 2 other mutual connections



Sales Process · 99+



Endorsed by Bruce Seidman and 10 others who are highly skilled at this



Endorsed by Mike Jones and 5 other mutual connections

Giving Endorsements

Skill endorsements are a great way to recognize your connections' skills you've seen them demonstrate.

Receiving Endorsements

Let your connections validate the strengths found on your own profile

Education

Education



The University of Akron

BS Finance, Finance

1987 – 1995

Achieved a Bachelor of Science in Business Administration with a specialized focus on Finance. Took coursework in Business Management, Business Marketing, Business Finance and Accounting. Took additional coursework in Psychology



Kenmore High School

Diploma, Advanced Placement

1984 – 1987

“Listing your education details on your LinkedIn profile makes you 10 times more likely to draw profile views than people who don’t.” – LinkedIn Sales Solutions

Additional Info= Bonding and Rapport

Licenses & Certifications



Sandler Training Gold Certified Instructor

Sandler Training

Issued Mar 2018 - No Expiration Date



Engaging Effectively With Parents

The NFHS Network

Issued Sep 2016 · No Expiration Date



NCAA Eligibility

National Federation of State High School Associations

Issued Feb 2016 • No Expiration Date

[Show more](#)

Interests



PGA TOUR

76,416 followers



Sandler Training

34,382 followers



NACS - Advancing Convenience & ...

16,045 members



TMSA - The Transportation Market...

1,781 members



Callaway Golf

66,386 followers



Sandler Client Summit

247 members

Accomplishments

24 Honors & Awards

Sandler Platinum Level Award • Sandler Platinum Level Award • Sandler Platinum Level Award • Sandler Platinum Level Award • Sandler Platinum Level Award • Sandler Platinum Level Award • Sandler Platinum Level Award • Sandler Platinum Level Award • NSME Achievements in Excellence Award • Sandler Platinum Level Award • Sandler Platinum Level Award • Sandler Platinum Level Award • Sandler Platinum Level Award • Sandler Platinum Level Award • Sandler Gold Level Award • Sandler Gold Level Award • Sandler Gold Level Award • Sandler Heavy Hitter Award • Sandler Gold Level Award • Sandler Silver Level Award...

8 Publications

Digital Prospecting • Selling in Manufacturing and Logistics • 5 New Sales Prospecting Rules to Live By in the Social Selling Era • You Can't Solve Problems With Instant Coffee • Five Strategies to Close Faster • Selling Beliefs Re-Examined • 4 Tips to Avoid the Sea of Sameness Sales Crowd • Stop Selling and Start Marketing

Volunteer Experience



Deacon Chairperson

First Christian Church of Medina

Jan 2014 – Present • 6 yrs 7 mos

I have been the chairperson of the Deacons for our Church for quite some time now, I enjoy the fellowship, helping organize our annual Thanksgiving dinner and our annual summer picnic and spending time with our congregation.




Recommendations

A recommendation is a comment written by a LinkedIn member to recognize or commend a colleague, business partner, or student.

Recommendations


[Received \(60\)](#)[Given \(184\)](#)

[Ask for a recommendation](#)[Recommend Ken](#)




Jon Saxton
Business Development
Specialist at Dynamix Energy
Services
July 8, 2020, Jon was a client of
Ken's

I have greatly benefitted from Ken's skill and expertise as a Sales Leader/Trainer/Mentor. With Ken's help I have been able to successfully transition into a new career in Sales. I appreciate the manner in which Ken trains by coming alongside his clients helping them to build their skills and grow their confidence. Be... [See more](#)



Michael Carter
V.P. Sales & Marketing, Food
Products at Kenan
Advantage Group
April 13, 2020, Michael was a
client of Ken's

I started in sales going B2B in the summer of 1986. Ken became my sales coach in October of 2018. He has been such an incredible benefit to me in our weekly, monthly, and quarterly sessions. In fact, if my company ever moved away from Sandler training, I would pay Ken out of my own pocket in order to keep ... [See more](#)

[Show more](#) 

Recommend A Connection


1. Go to the profile of the connection you'd like to recommend.
2. Move your cursor over the Down arrow next to the button in the top section of the profile. The button name may vary.
3. Select Recommend. Follow the steps to Recommend.
4. Click Send.





Connections

A recommendation is a comment written by a LinkedIn member to recognize or commend a colleague, business partner, or student. "A value-based connection philosophy drives the most successful sales professionals on LinkedIn."- LinkedIn Sales Solutions


992 results




Peter Martin • 2nd 
Strategic Operations Leader open to opportunities in Operations and Project Management
Stow, Ohio, United States

 Mike Jones, Ken Guest, and 2 other shared connections


[Connect](#)




Andrew Laudato • 2nd
Real Estate Investor
Cleveland/Akron, Ohio Area

 Scott Foster, Robert Gehring III, AAI, and 14 other shared connections

[Connect](#)



Kevin Vonderau • 2nd
Executive Vice President, Chief Lending Officer at Westfield Bank
Cleveland/Akron, Ohio Area

 Ken Guest, Christopher Anzevino, and 1 other shared connection

[Connect](#)

Open
Networker

Closed
Networker

Value
Networker

Research

- 1. Use Chamber of Commerce directory list, LinkedIn advance search, Forbes.com, Inc.com, Entrepreneur.com list of companies or any other research method to target the right prospects.
- Use Manta.com or any other site available to accurately determine their annual revenue if that is relevant to your ideal target prospect.
- Find and look up company website. Research and understand the basic premise of what they do, who are their clients or type of clients.
- Look to see if the company has a LinkedIn and has any 2nd level connections that you would feel comfortable asking for an introduction.
- Look for titles that are appropriate to who you typically call on.
- 2. Search through client's/past client's connections to see if they are connected to anyone that you'd like to talk to or get in front of.

Prospecting process

Step 1: Writing a LinkedIn Recommendation for client profiles

“I am writing this recommendation because of my strong belief in Joe and his abilities. I have been working with and coaching Joe for a few years now. Joe had pretty extensive experience in sales and it would be easy for someone with Joe’s experience to be satisfied where they are, but Joe has completely immersed himself into the Sandler methodology. Joe continues to grow in his ability to read and understand situations when interacting with prospects or clients, which has sped up his sales process and, at the same time, allowed him to move to more of a "trusted advisor" with his clients. It has been fun to watch the combination of Joe’s industry knowledge, experience, fierce drive to be successful and engaging personality, character and integrity that he has always possessed with some of these new techniques and behavior focus. There are few that I have trained that have “moved the needle” in such a short period of time like Joe. I am proud to call Joe a friend. Anyone that has the privilege to engage with Joe and ABC Company would find the experience extremely rewarding.”

Prospecting Process

Step 2: Asking client for LinkedIn Recommendation

Hi Joe,

I hope you are doing well. I know you are busy and have a million things on your plate, but if you would have a second, I would really appreciate it if you could write a LinkedIn recommendation for my profile. We also rotate those recommendations onto our website and other social media outlets if you are comfortable with that.

If you do not have time or are not comfortable in any way, no worries at all.
Thanks,

“I have had some of the best coaches and mentors in my life both professionally and personally, I can say that Ken is among the top of that list of people that invested in my life to make me better. When I found out our company was going to contract with The Ruby Group I was excited, but when I sat with Ken and saw the passion that he has to help people grow and the deep knowledge that he has of the Sandler Process it simply became contagious. You can't help but jump in head first when working with Ken he coaches you through the process to help streamline your sales cycle. I am thankful to not only call Ken a coach but also a friend. If you are looking to increase your knowledge and sales process I strongly recommend contacting Ken sooner than later.”

Prospecting Process

Step 3: Ask Client/Past client for an Introduction

- Once you've looked through their connections and found someone you'd like to be introduced to ask them if they would be comfortable introducing you via email, LinkedIn messaging, etc.

"I hope all is well. As we were going through our research process, we noticed you were connected on LinkedIn to <name> with <company>. I have no idea how well you know them, but if you did know them well enough and were comfortable, I wondered if you would be willing to introduce me via email to discuss business? If you are comfortable, the easiest would be if you just send an email and copy me and just suggest nothing more than you think it would be worth it for us to get together and talk and maybe something very brief about your experience working with me. I will take it from there. If you do not know them well enough, or are not comfortable in any way, no worries at all. Let me know when you get a chance. Thanks."

Prospecting Process

They could say something like this:

“I hope all is well with you. Just wanted to drop a quick introduction note to a resource we have been using at our company for over a year now. His name is Ken Guest (copied) with the Ruby Group. He provides sales consulting services to us using the Sandler Training program.

In the past year Ken has assessed our sales teams' strengths and weaknesses through in-depth testing, then helped guide their sales methods through one-on-one counselling and group training. He has brought account evaluation tools that have allowed us to better classify account potential and refine our human resource efforts to better fit our opportunities. Every month we have become a better selling organization because of his ability to understand our environment and tailor training to our needs.

Honestly, I was skeptical of the impact Sandler would have in our organization. After all, one size does not fit all in business environments. However, through Ken's insights and diligence we are in a better place and poised to continue to make an impact in our markets. I think it would be worth a call to see if he can help.”

Ken Guest

Partner/Owner with Sandler Training by The Ruby Group

✉ ken.guest@sandler.com

☎ (330) 929 - 9449

📍 3480 West Market St. Suite 102, Akron, OH 44333



/SandlerRubyGroup



/KJGuest



/KJGuest



/ken_guest

Thank You!



Sandler Training®