



HAVE YOU HEARD OF SOCIAL SELLING?



Social Selling is using
Social Networks to do

RESEARCH

to be

RELEVANT

to build

RELATIONSHIPS

that drive

REVENUE

@jill_rowley

Social Selling Pioneer

KEY BENEFITS OF SOCIAL SELLING

70%

of sales leaders state social media as their primary source of lead generation.

82%

of prospects can be reached via social media.

46%

of social sellers hit quota compared to 38% of sales reps who don't.

MEET THE MODERN BUYER

Accessible ANYtime, ANYwhere, on ANY Device

72%

of B2B buyers start their journey online before starting a conversation with sales.

84%

of CEOs and VPs use social media to make purchasing decisions.

63%

of buyers have used LinkedIn to make purchasing decisions



MOVING FAST INTO THE FUTURE WITH SOCIAL SELLING...



\$1.7M

Revenue generated
from Social Selling



+400%

Increase in sales
after deploying
Social Selling



14,000

Number of
employees trained
on Social Selling

CASE-STUDIES



ENABLING SOCIAL SELLING FOR







MONDADORI IN BRIEF

ABOUT THE COMPANY

MONDADORI is among the leading European media companies, number one in Italy as publishers of books and magazines and one of the top companies in France's magazine sector.

- Trade books market share (Italy): 24%
- Magazines market share (Italy): 31.2%
- Magazines adv market share (France): 10.9%
- Revenue in France was 334.6 million euros in 2015

Mondadori's mission is to encourage the dissemination of culture and ideas through products, activities and services that satisfy the needs and tastes of the widest possible audience.

Established in 2006, Mondadori France publishes over 30 weekly and monthly magazines: from the women's supplements to the French edition of Grazia, from the titles dedicated to the many facets of the automobile world to TV magazines.



S'ABONNER



MONDADORI IN BRIEF

OBJECTIVES

MODE BEAUTÉ NEWS CULTURE



Today, Mondadori is confronted with three main issues:



RECRUITMENT: IMPROVING BRAND IMAGE

Strengthen Mondadori's position as a leader in media and publishing through digital (website, blogs, social networks).



REVENUE: STRENGTHENING BUSINESS DEVELOPMENT

Provide sales teams with new tools to optimize their performance.



RETENTION: EMPLOYEE ENGAGEMENT

Strengthen internal communication of employees and transform them into external brand ambassadors.

STARTING WITH AN INTERNAL SURVEY



TOP 3 REASONS

How do you mainly use professional social networks?

25%
**To research
contacts &
prospects.**

33%
**To read
articles and
latest
information**

15%
**To publish
content on
Social
Networks**



TOP 3 BLOCKERS

For what reasons do you not use social networks more often for professional reasons.

36%
**It never
occured to
me.**

18%
**I don't have
the time.**

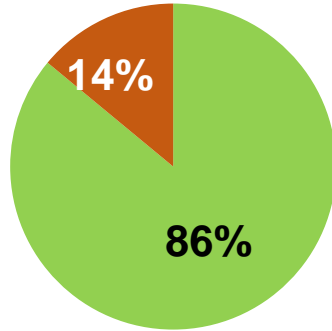
18%
**I don't have
interesting
content to
share.**



USING SOCIAL NETWORKS FOR PROFESSIONAL REASONS

DO YOU AGREE WITH THE FOLLOWING STATEMENTS? USING SOCIAL NETWORKS PROFESSIONALLY

Keeps me informed about the latest trends in my industry

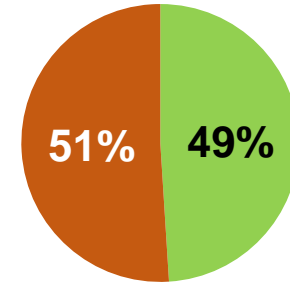


AGREE

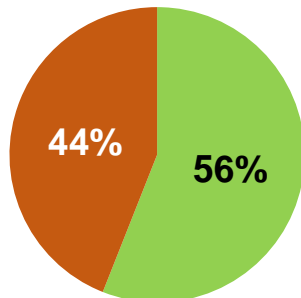


DISAGREE

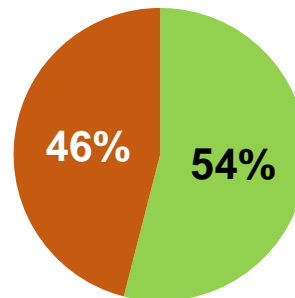
Provides me with information that I cannot find anywhere else



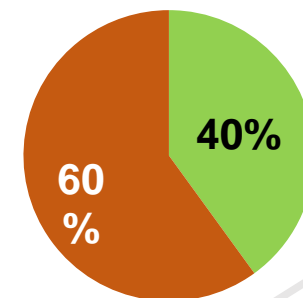
Does not fall exclusively within my personal network



Makes contacting prospects easier



Helps me to develop my market



SOCIAL SELLING WITH SOCIABBLE

MONDADORI ADVOCACY PLATFORM LAUCNED IN JUNE 2016

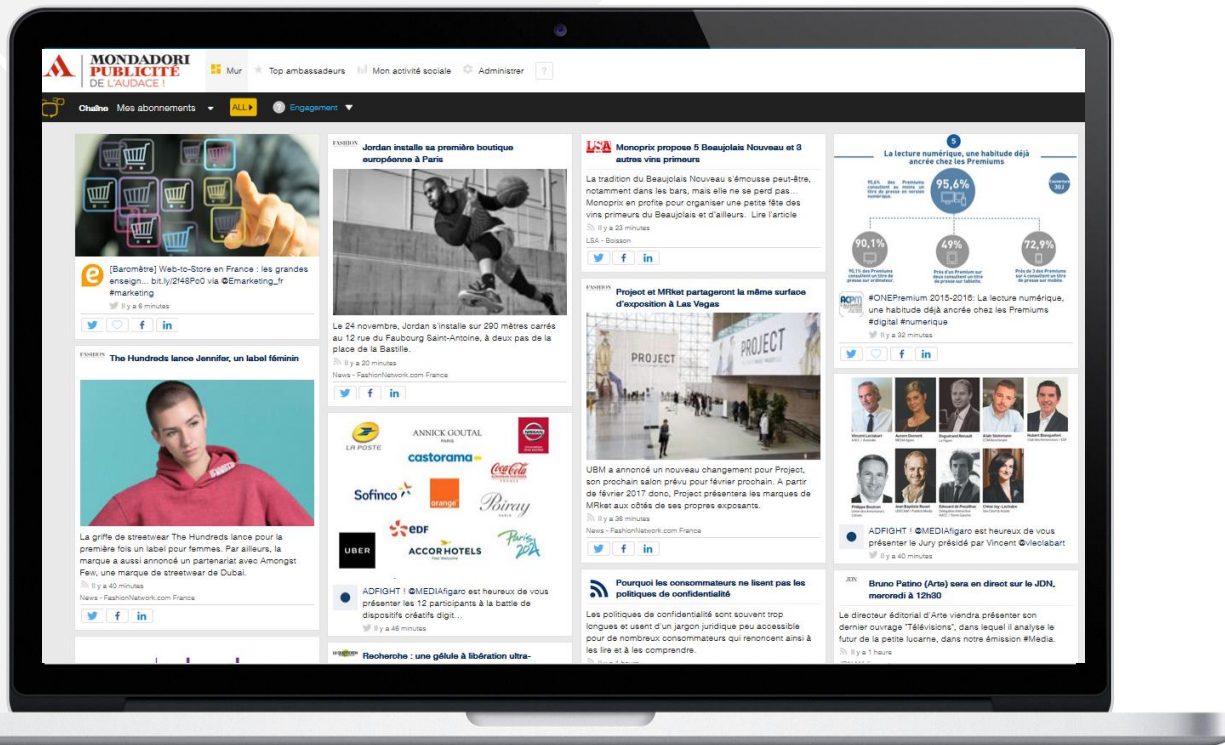
OBJECTIVE :

100 Social Sellers were identified for the advocacy program.

Provide sales teams with new tools to optimize their performance. Sociabble helps in two ways.

1. Provide sales teams with easily accessible information about their verticals, competitive intelligence & industry trends.

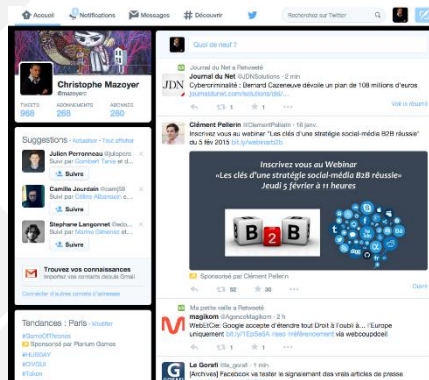
2. Make sharing content easy and intuitive.



STEP 1:

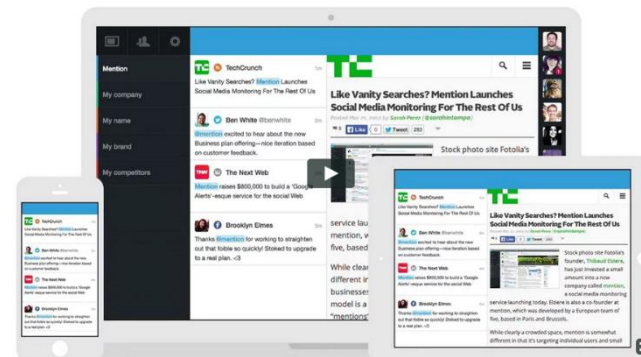
LISTEN – Monitor news, events, and social buzz that directly impacts your clients and prospects. Find compelling reasons to engage with them.

twitter



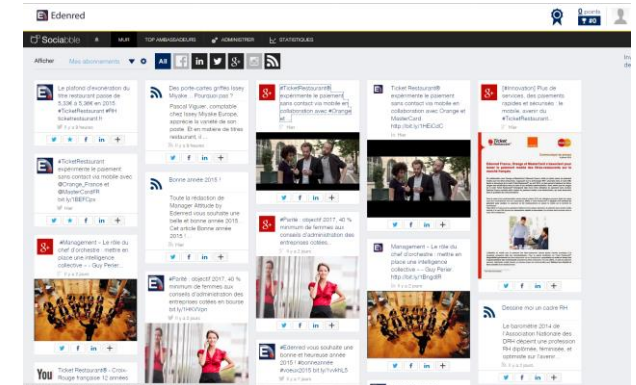
www.twitter.com

mention



www.mention.com


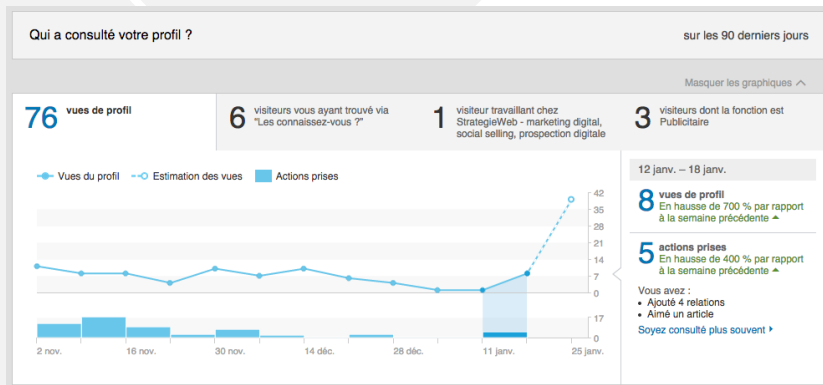
Sociabble




www.sociabble.com

STEP 2:

CONNECT – Build real relationships.



Pierre Samson · 2e 

Directeur des Operations (COO) at LEXSI

Il y a 1 mois · Page d'accueil

Se connecter

Invitez Marie à se connecter à vous

Comment connaissez-vous Marie ?

- ☐ Collègue
- ☐ Ancien élève
- ☐ Relation professionnelle
- ☐ Ami(e)
- ☐ Autre
- ☐ Je ne connais pas Marie

Rédiger un message personnel : (facultatif)

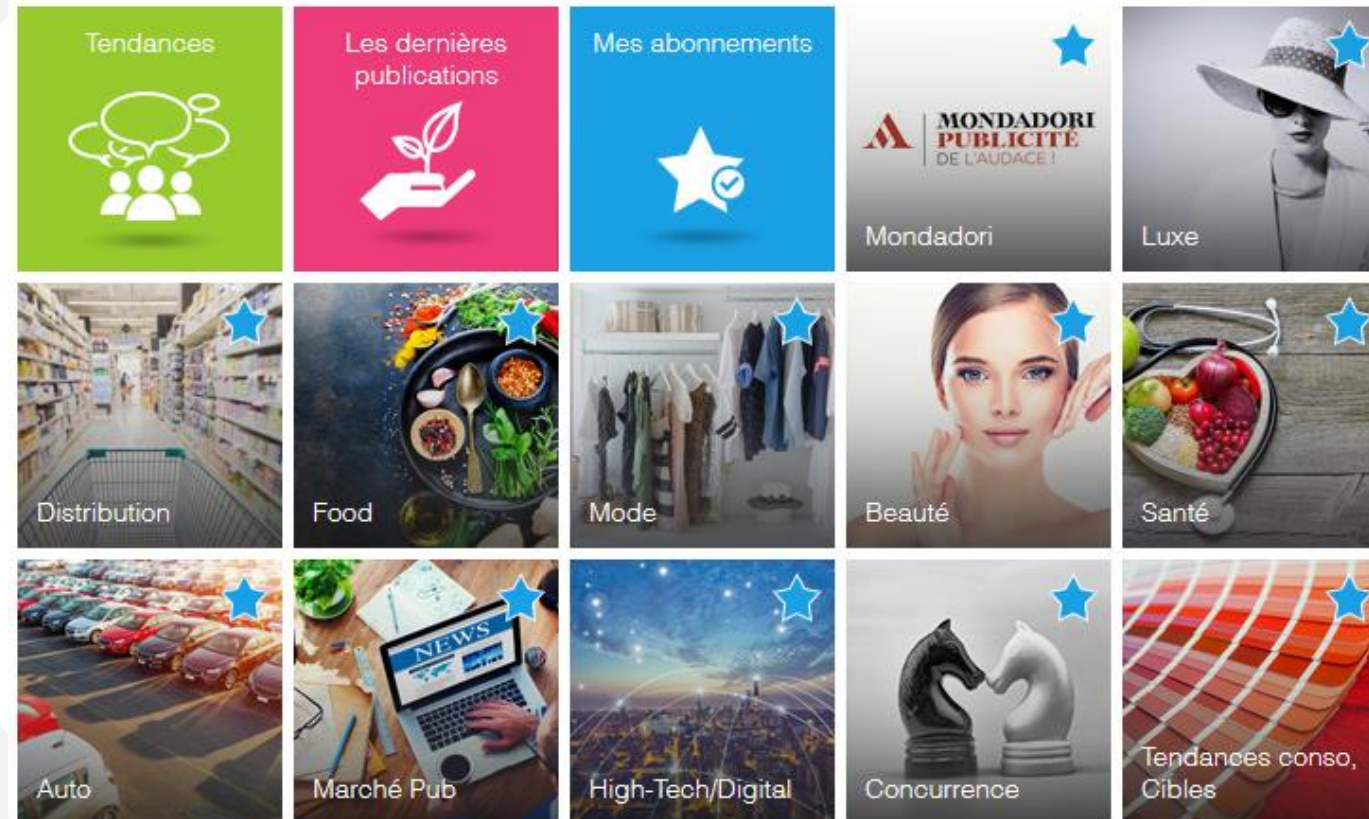
Je vous invite à faire partie de mon réseau professionnel sur LinkedIn. Christophe Mazoyer

Important : N'invitez que des personnes que vous connaissez déjà et qui vous connaissent. [Découvrez pourquoi](#)

Envoyer l'invitation ou **Annuler**

STEP 3:

SHARE – Provide valuable information that can help you establish yourself as an expert in your field.



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AUTO NEWS



AUTO NEWS

EXPERTISELAB

IMAGINER L'EXPERTISE AUTREMENT BY MONDADORI

caradisiac.com



Comité des Constructeurs Français d'Automobiles

FASHION & LUXURY



#LELUXEESTVIVANT

abc-luxe.com
Le portail des professionnels du luxe ©

FASHION
— NETWORK —

FOOD & CUISINE

L'USINE
NOUVELLE

FOOD
GEEK &
LOVE

le magazine de
l'alimentation et
de la restauration
rapide & nomade

snacking
FRANCE



LE FIGARO VIN

SOCIAL SELLING TIPS FOR MEDIA & PUBLISHING



LISTEN – Understand which conversations are most relevant to your verticals.



CONNECT - Reach out to prospects & clients when the timing is right.



SHARE – Leverage your company content & publications to establish yourselves as experts.

