

IT IS NOT A ONE-HIT WONDER



LinkedIn is not a one-hit wonder. With businesses no longer able to rely on face-to-face selling, competition and 'noise' levels on the platform are at an all-time high.

Ensuring that you are seen and heard regularly, share helpful content, and position yourself as an expert in your field is key to success.

THE ROLE OF SOCIAL SELLING

76%

of top performing salespeople attributed social selling as being 'critical' or 'extremely critical' to their success and ability to close deals.

98%

of salespeople with >5,000 LinkedIn connections meet or surpass their targets.

91%

of companies using account-based selling were able to increase their average deal size.

ESTABLISH YOURSELF AS A SOCIAL SELLING EXPERT

Focus on these 6 areas of social selling



Build your professional brand



Increase your number of connections



Build up relationships



Share helpful content



Engage with others' content



Make use of insights