
Your Social Selling Index

81% of buyers are more likely to engage with a strong professional brand



Social selling leaders create **45%** more sales opportunities than peers with a lower SSI

Social selling leaders are **51%** more likely to hit sales targets.



TIP
1

Establish your professional brand

Aim for 100% profile completeness – with a profile picture, career experience and a headline and summary that describe the value you had.

TIP
2

Find the right people

Expand your reach with 2nd degree connections, which are proven to improve your chances of engaging with new connections.

TIP
3

Engage with insights

Find information for clients and prospects that shows you care about their success - and tag them when you share.

TIP
4

Build strong relationships

Build multiple connections with decision makers and influencers within a business - don't just rely on one to grow an account.