

SKILLS FOR SOCIAL SELLING

GO WHERE YOUR LEADS GO

You need to be present to be noticed. Research your target audience, and use their most-searched hashtags to find groups and experts that they follow on LinkedIn. Follow companies that would be your ideal clients, and then follow similar pages to find new leads.



REACT, COMMENT, SHARE

Join the conversation about the solutions you sell! Add your expertise (and positivity) to interesting posts, congratulate others on their success, and share potential clients' posts with your own networks to create rapport.



PROVIDE VALUE

When you decide to private message your lead, ***make sure to offer something that will be useful to them.*** This could be an ebook, a helpful article, or something else that helps them get closer to their desired solution.



BECOME A BETTER LISTENER

As professionals, we should always be working on improving ourselves. Take this opportunity to level up your listening skills by enjoying an informative podcast, actively listening, and jotting down notes to help you continue the conversation.



KEEP UP THE CADENCE

These strategies are meant to complement your consistent content marketing efforts using PartnerOn. Don't forget to log in regularly to check out new content streams!

