



The Art of Social Selling: Finding and Engaging Customers on Twitter, Facebook, LinkedIn, and Other Social Networks

Shannon Belew

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Social media platforms such as Facebook, Twitter, LinkedIn, and Pinterest are changing the way consumers make purchasing decisions . . . and tapping into these online communities has become a necessary part of any integrated sales strategy. Citing enlightening research and real-world examples, this smart, practical guide presents readers with a detailed methodology for growing sales and expanding their customer base using social media. Readers will learn how to:

- Use content and conversations to build online relationships that transition to sales
- Execute realistic sales strategies for each of the major social media platforms
- Spot social media trends that may influence future buying behaviors
- Sell online in B2B and B2C environments
- Turn social shares (likes, favorites, +1s) into social sales
- Set tangible goals
- Use online tools and analytics to track social influencers and identify relevant conversations as they are happening

Complete with a chapter dedicated to capturing mobile sales--a segment poised to explode as the adoption of smartphones and tablets grows--*The Art of Social Selling* is essential reading for every sales professional.

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