

ACHIEVING SOCIAL SELLING SUCCESS

How leading sales pros use LinkedIn for social selling

WHAT IS LINKEDIN'S SOCIAL SELLING INDEX?

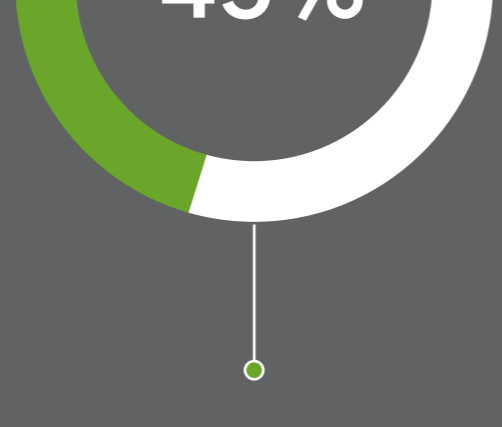
LinkedIn's Social Selling Index (SSI) is designed to measure adoption of the "4 Pillars of Social Selling" on LinkedIn for an individual, a team, or an entire company.

The 4 Pillars of Social Selling

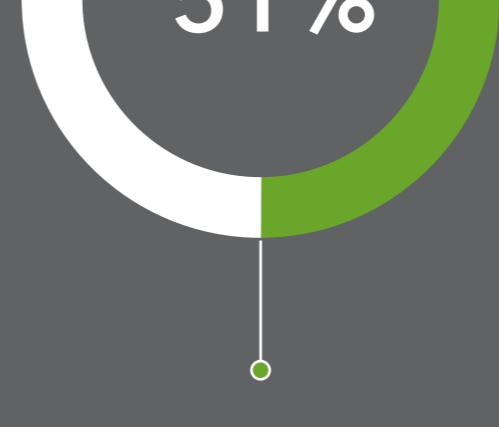
Successful salespeople use a four-step method to maximize their social selling efforts:



WHY SALESPEOPLE SHOULD CARE ABOUT IMPROVING THEIR SSI



Social selling leaders have 45% more opportunities per quarter than social selling laggards.



Social selling leaders are 51% more likely to hit quota than social selling laggards.



Those with an SSI above 90 are three times more likely to go to Club than any other sales rep.

Time to Promotion in Months			
	High SSI	Low SSI	Difference
Director to VP	33	50	17
Manager to Director	31	44	13
Individual to Manager	27	37	10

High SSI defined as above 70, low SSI defined as below 30

Those with a high SSI score were promoted **17 months** faster than those with low SSI.



Those with a high SSI could reach VP level **41 months** faster than those with a low SSI.

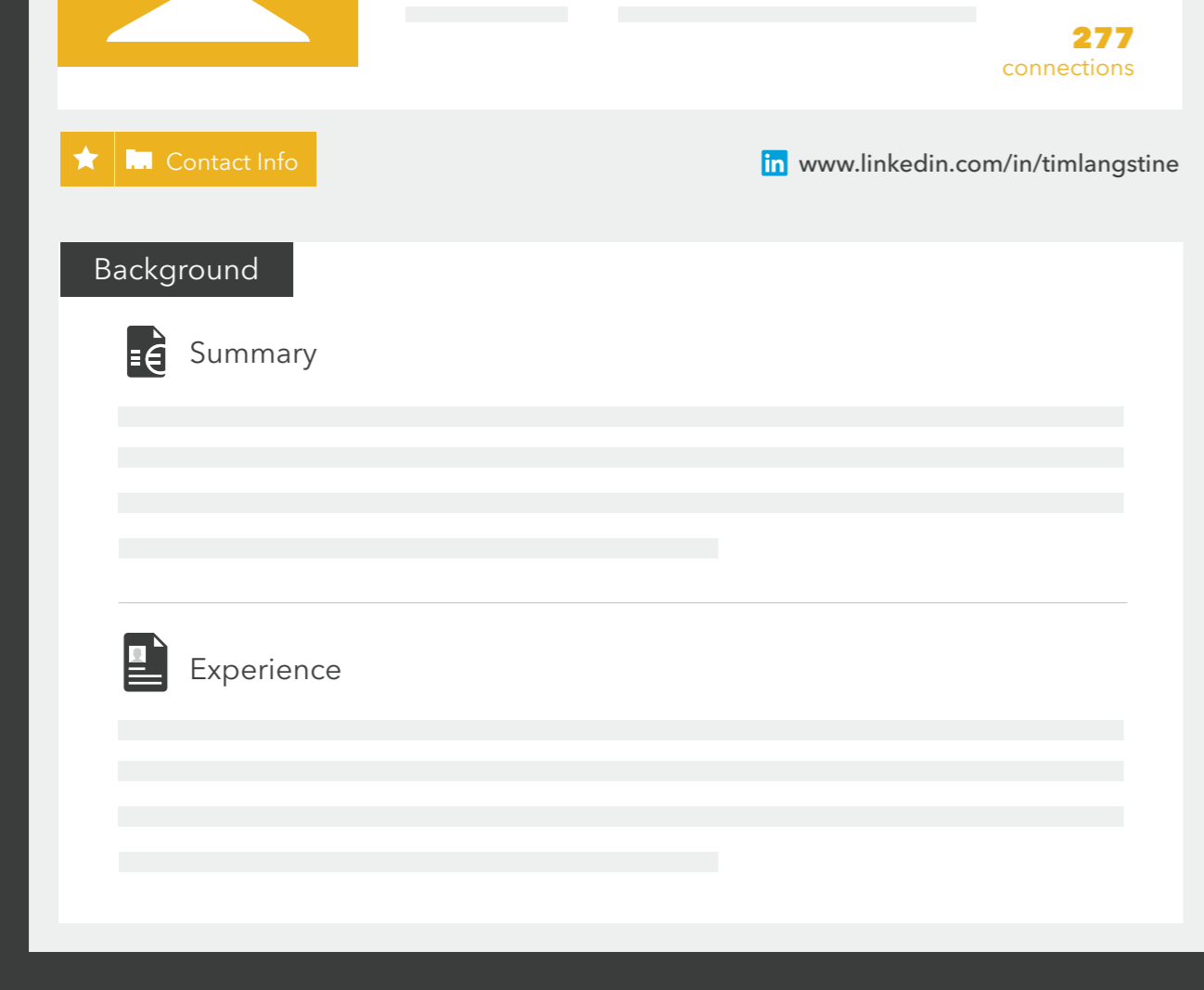
USING LINKEDIN SALES NAVIGATOR TO INCREASE SSI

Improving SSI requires an understanding of the value of each of the "4 Pillars of Social Selling."

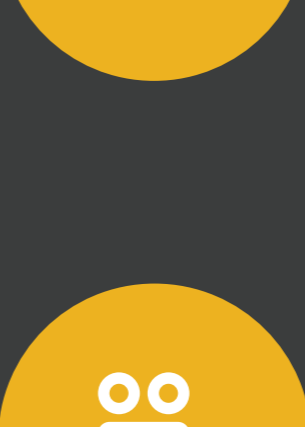


81% of buyers are more likely to engage with a strong, professional brand.

Create a professional brand



Aim for 100% profile completeness



Build your profile with a customer-centric view

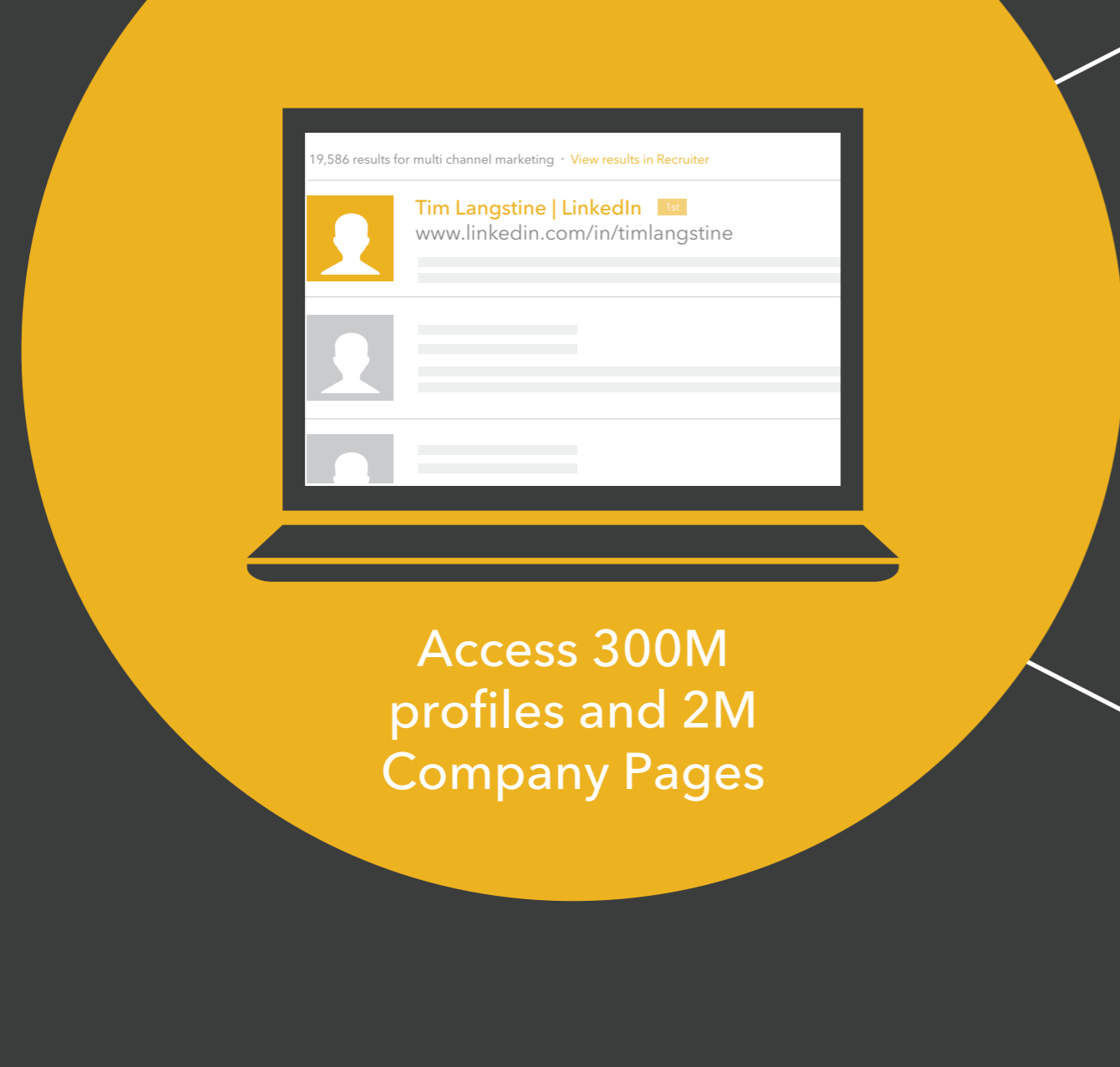


Add rich content such as videos and presentations

50% of buyers are less likely to engage if they aren't the right person to contact about a new product/service.



Find the right people



View details of 1st, 2nd and 3rd degree connections

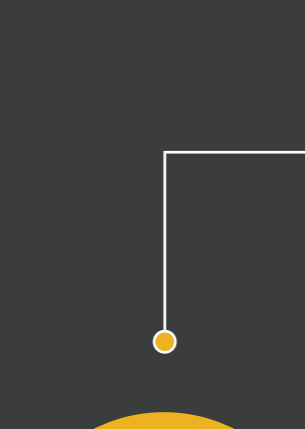


Check who's viewed your profile and engage with relevant viewers

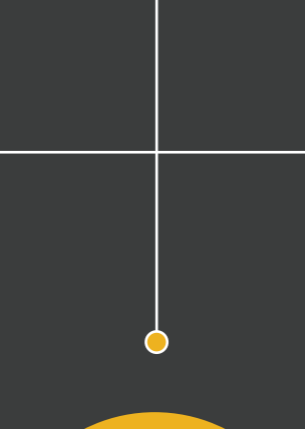


89% of buyers are less likely to engage if the product/service is not relevant to their company.

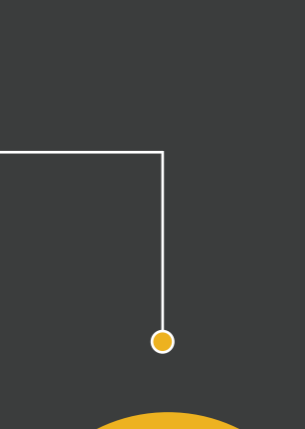
Engage with insights



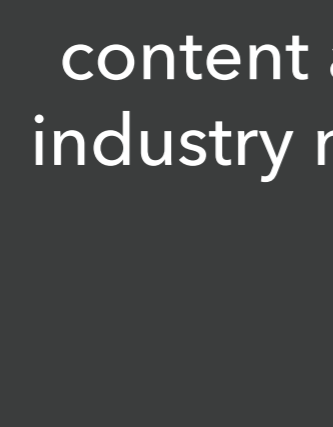
Share relevant content and industry news



Follow your prospects, customers, and competitors



Stay in the know by joining Groups



of decision makers never answer a cold call.

Build strong relationships



Connect with your prospects after introductions



Reach people directly and credibly with InMails



Request warm introductions through mutual connections