



Social Selling at LinkedIn

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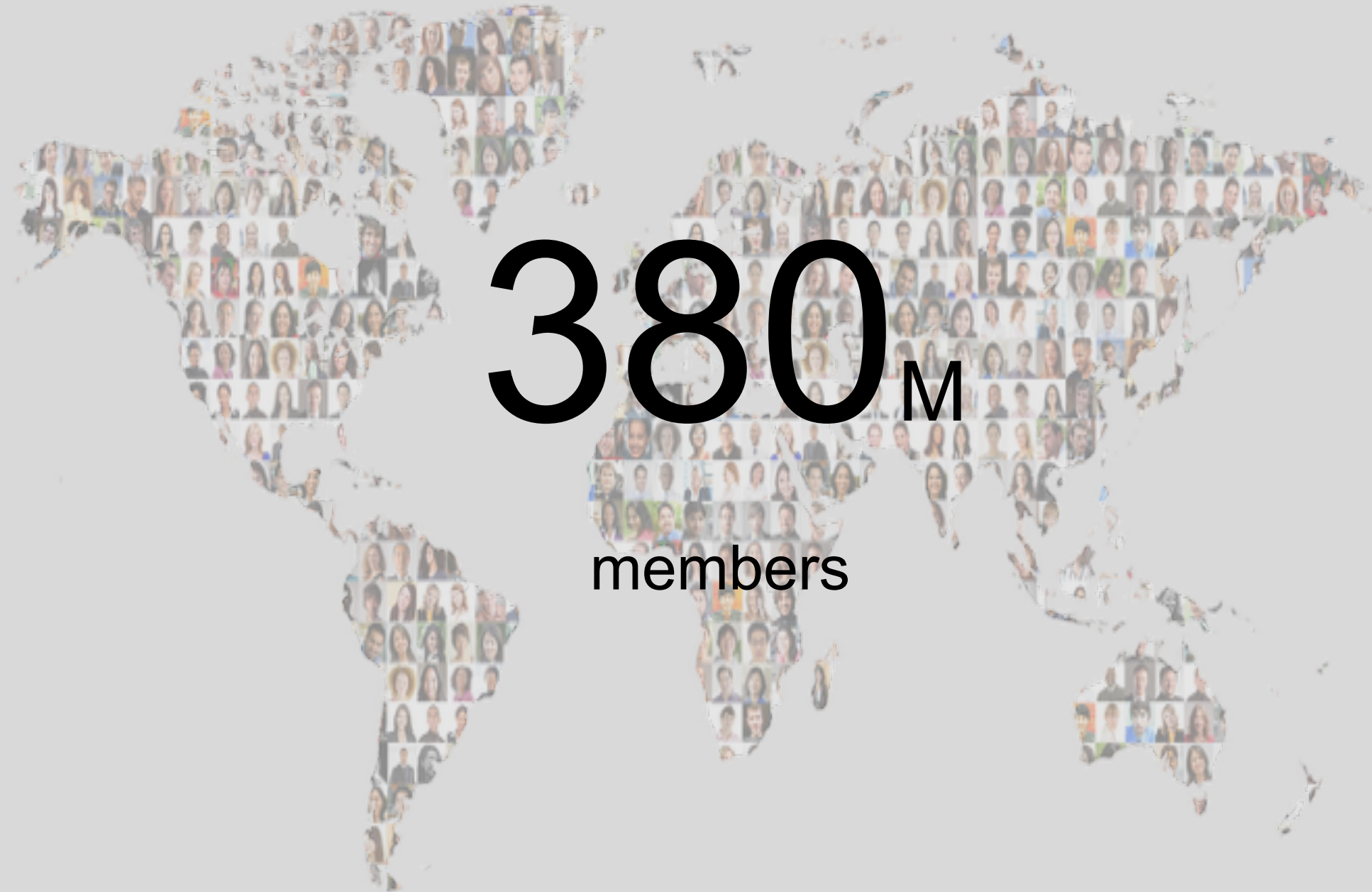
Enterprise Sales Leader

LinkedIn Sales Solutions

Agenda: 15 minutes

- 1. Introduction to LinkedIn**
- 2. What is Social Selling**
- 3. A Day in the Life of a Social Seller**





380_M

members

Our Enterprise Value Proposition



Hire

Market

Sell

The world and buyers have changed



5.4

People involved
in the average
B2B buying cycle



57%

Buying decisions
are made before
sales rep involvement



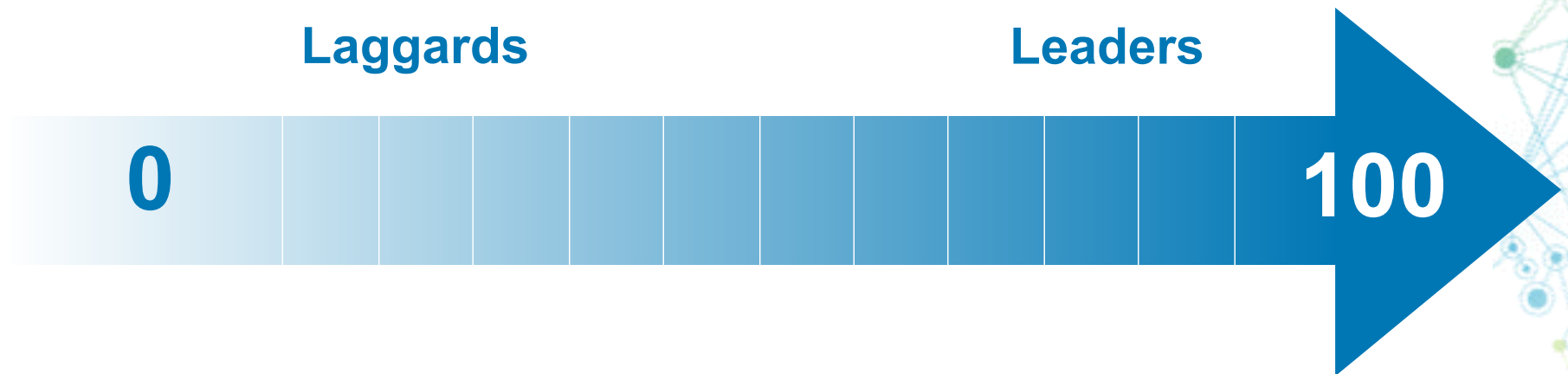
97%

Of the time cold
calls do not work
**7% worse every year
since 2010*

Social Selling Takes on Many Forms



Introducing the LinkedIn Social Selling Index



Four Pillars of Successful Social Selling

Create a **professional brand**

Establish a professional presence on LinkedIn with a complete profile

Find the **right people**

Prospect efficiently with powerful search and research capabilities

Engage with **insights**

Discover and share valuable information to initiate or maintain a relationship

Build strong **relationships**

Expand your network to reach prospects and those who can introduce you to prospects

Why is social selling important?

45%

more opportunities

SSI leaders create 45% more opportunities per quarter than SSI laggards.

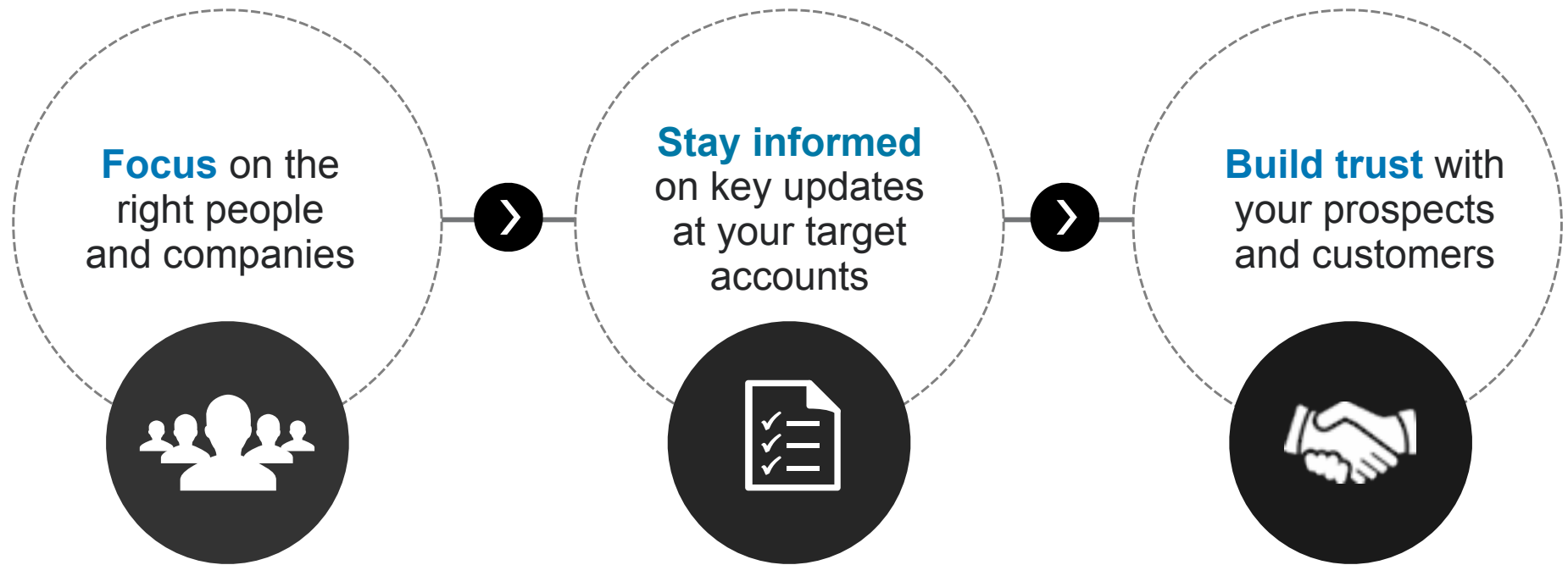
51%

more likely to hit quota

SSI leaders are 51% more likely to hit quota than SSI laggards.

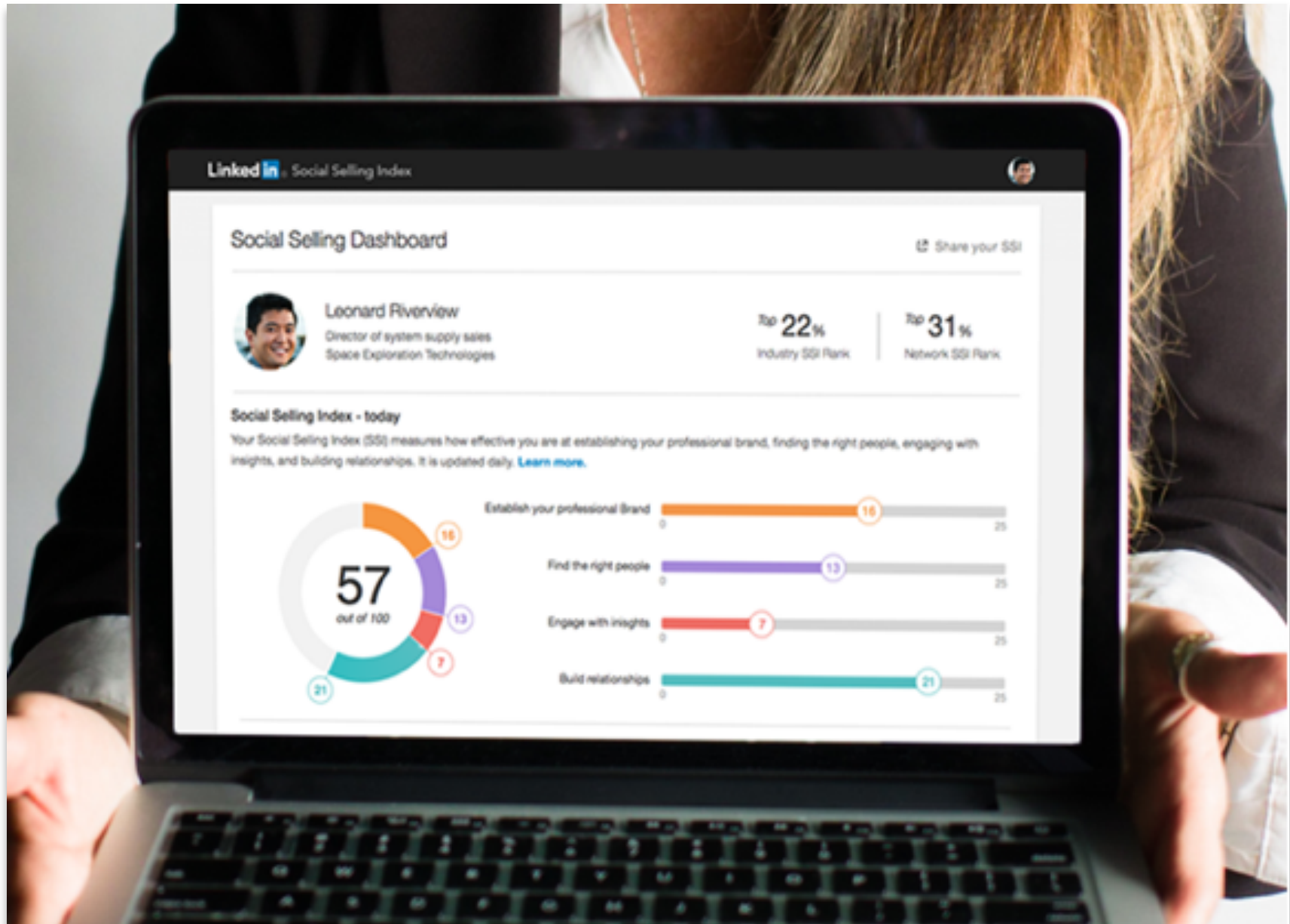
Based on a global study LinkedIn ran in Q4 2013 of Q3 performance for reps focused on new business and reps focused on existing business. Respondents reported performance; they were matched to their LinkedIn profiles to understand their SSI. SSI leaders have an SSI > 70; SSI laggards have an SSI < 30

Sales Navigator helps you connect with your buyers along the new social buying journey



A Day in the Life

Your Personal Social Selling Dashboard [linkedin.com/sales/ssi](https://www.linkedin.com/sales/ssi)



Thank you!

