

A wide-angle photograph of the Sydney skyline at dusk. The Sydney Opera House is the central focus, its white, shell-like roof illuminated from within. Behind it, a dense cluster of skyscrapers, including the Sydney Tower, are lit up. The city lights reflect on the dark water of the harbor. A few boats are visible on the water. The sky is a mix of dark blues and purples, with some clouds. A white rectangular box is superimposed over the lower half of the image, containing the title and subtitle.

SOCIAL SELLING SYDNEY

How to create perceived value using LinkedIn & Co.

Lunch & Learn at HP Dübendorf

Social Selling Down Under – How to Create Perceived Value



Gunnar Habitz
connecting well & sell

noggin

What Social Selling is **Not**

- Selling e-commerce via social media
- Turning the sales floor to silent mode
- Hiding behind technology
- Replacing phone calls with social media
- Sending InMails to customers waiting for their orders
- Inviting strangers to your network by pitching
- Thinking more about own brand than served audience

- Fine balance to operate Social Selling right

Marketing talks to an **audience**
Sales talks to **individuals**

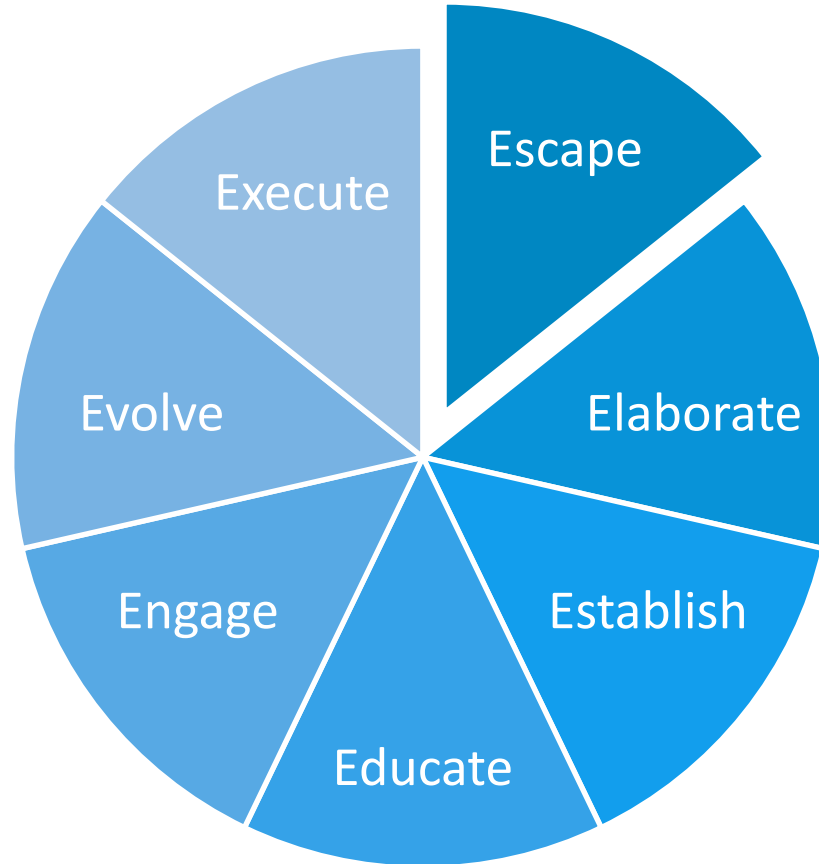
Smart marketing combines it together

“Social Selling is a clever approach of adding social media and digital tools to enhance business conversations.”

Gunnar Habitz

The 7 E's of Social Selling

Enter with Energy



1. **Escape** Missing Out



Typical Search for Services

Asking somebody for advice

Objections

- “I believe in referrals from existing clients”
- “Word of mouth served me well”
- “Not interested in e-commerce”
- “I sell to real people”
- “I don’t have time”
- “My agency does that for me”
- Social Selling is (still) a differentiator

2. **Elaborate** Your Brand for Suitable Target Audiences



What is a Personal Brand?

Walking in Your Own Truth Every Day

Mind The Gap

Advantages for some

- High trust in services and products associated to a person
- Content communicates who you are and increase trust
- Authority with books or courses
- Appear on panels, in interviews, on social media, in printed press
- Become a “go to person”

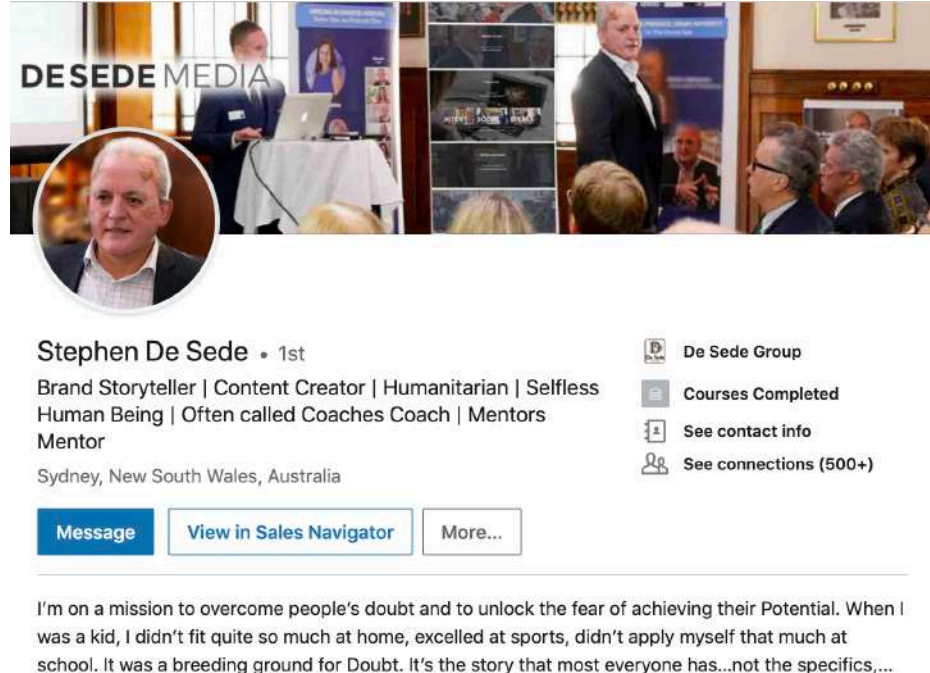
Reality for many

- Job role @ company
- Online CV style profile
- Many don't personalise
- No content shared
- Hard to find out who they are

Package the Very You Into Your Brand

Food for Thought

- Which service do you provide
 - How you deliver your USP
 - Whom to you serve where
 - Who do you partner with
 - What are your personal values
-
- Present yourself using social media as **standardised landing page**



The image shows a LinkedIn profile for Stephen De Sede. The header features a circular profile picture of Stephen and a banner image with the text 'DESEDE MEDIA' and a collage of photos. The profile name is 'Stephen De Sede • 1st'. The headline reads: 'Brand Storyteller | Content Creator | Humanitarian | Selfless Human Being | Often called Coaches Coach | Mentors Mentor'. The location is 'Sydney, New South Wales, Australia'. On the right, there are three icons with text: a document icon for 'De Sede Group', a graduation cap icon for 'Courses Completed', and a person icon for 'See contact info' and 'See connections (500+)'. At the bottom, there are three buttons: 'Message', 'View in Sales Navigator', and 'More...'. Below the buttons is a bio paragraph.

Stephen De Sede • 1st

Brand Storyteller | Content Creator | Humanitarian | Selfless Human Being | Often called Coaches Coach | Mentors Mentor

Sydney, New South Wales, Australia

De Sede Group

Courses Completed

See contact info

See connections (500+)

Message View in Sales Navigator More...

I'm on a mission to overcome people's doubt and to unlock the fear of achieving their Potential. When I was a kid, I didn't fit quite so much at home, excelled at sports, didn't apply myself that much at school. It was a breeding ground for Doubt. It's the story that most everyone has...not the specifics,...

Competency

How do you solve which problem for whom?

What is an Engaging Executive?



An Engaging Executive is someone who has both technical skills and people skills

If you're an Engaging Executive you will:

- Make a great first impression and be a presence in a room
- Have mastered the art of small talk at networking events
- Be part of the 'in-group', where the real decisions are made
- Achieve mutually beneficial outcomes using a variety of influence techniques
- Manage tough conversations or conflict skilfully and tactfully
- Truly understand and relate to people who are very different to you
- Motivate and empower the people you manage
- Capture someone's interest and leave a lasting impression

[READ MORE](#)



Meet Duncan Fish

"I was an incredibly shy, socially awkward young man and having found my own way out of the problem I now believe it's my purpose to help others do the same."

Over the past 21 years I have worked with corporates, public sector and private individuals... in fact I've coached over 1000 people to become more engaging and influential.

And now I'd like to help you too."

Whether you decide to watch my free webinar series, enrol in Executive Coaching or embark on the fully transformative 90 day Engaging Executive Programme, I will show you how to bring out the 'people person' in you.

[LEARN MORE](#)



Creativity


Being different and speak the language of your target audience




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Katie 0405 185 332



OR EMAIL US AT

hello@lawthentic.com.au

Who do I Need in My Tribe?

Do not think just about customers

Composing Your Tribe

Stakeholder Groups

- Existing clients
- Prospects
- Suppliers
- Influencers
- Partners
- Competitors



Ideal Customer Avatar(s)

Niche down to one person

- Generic information
- Demographics
- Goals & values
- Challenges
- Objections
- Research preferences
- Preferred platforms

How do you help them

- Speak their language
- Relevant material
- Tailored offering
- Existing case stories
- Hang out where they are
- Offline vs online
- Curiosity drives content

3. Establish Sustainable Connections



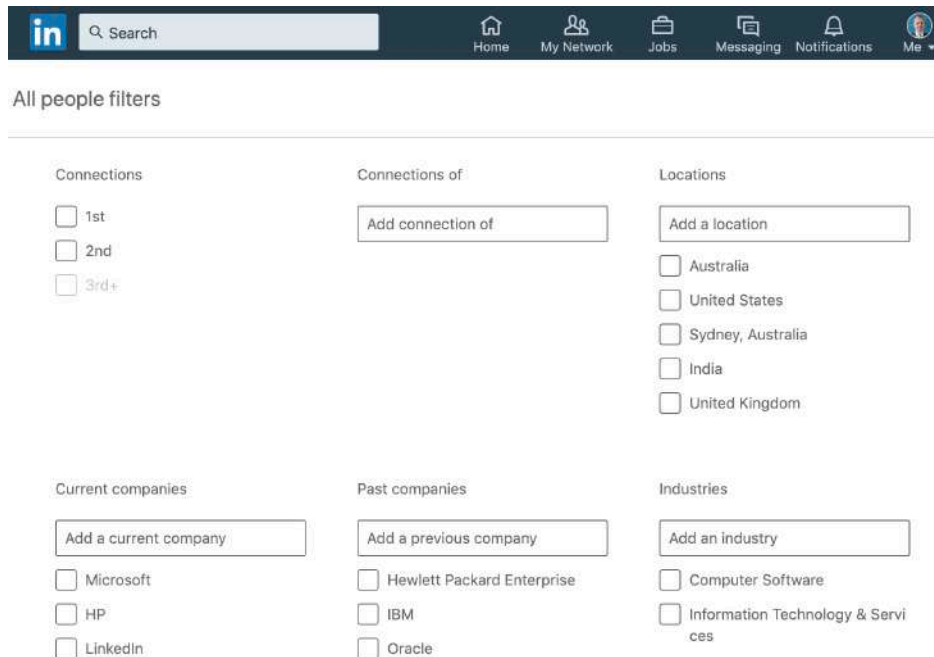
We need quantity of quality

Build mutual connections with the right audience

Sources of the Tribe

Find

- Advanced Search
- Viewed Your Profile
- Content engagement
- Feed (#hashtags)
- Second grade connections
- Group members
- Followers
- People Also Viewed



The image shows the LinkedIn search filters interface. At the top is a dark navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, and a profile icon. Below the navigation bar, the text "All people filters" is displayed. The filters are organized into six columns:

- Connections:** Includes checkboxes for "1st", "2nd", and "3rd+" connections.
- Connections of:** Features a text input field labeled "Add connection of".
- Locations:** Includes a text input field labeled "Add a location" and a list of locations with checkboxes: Australia, United States, Sydney, Australia, India, and United Kingdom.
- Current companies:** Includes a text input field labeled "Add a current company" and a list of companies with checkboxes: Microsoft, HP, and LinkedIn.
- Past companies:** Includes a text input field labeled "Add a previous company" and a list of companies with checkboxes: Hewlett Packard Enterprise, IBM, and Oracle.
- Industries:** Includes a text input field labeled "Add an industry" and a list of industries with checkboxes: Computer Software and Information Technology & Services.

Personalise Your invite

Hooks

- Met at event mention discussion
- Reference to a piece of content
- Referred by common contacts
- Worked at the same company
- Alumni from the same university
- Sharing values, ideas or industries
- Friends from times gone by



Gunnar Habitz CMgr • 1:53 PM

Hi Brett,

Thanks for viewing my profile recently, appreciated.

Apparently we both enjoyed working for a long time at a leading IT vendor and participate in the Sydney based sales ecosystem.

With your permission, it would be nice to connect on LinkedIn.

Kind regards

Gunnar

IT Business & Sales Consultant at Oracle
Partner. Oracle Enterprise (ERP/CRM) &
 Carl Gough and 6 others

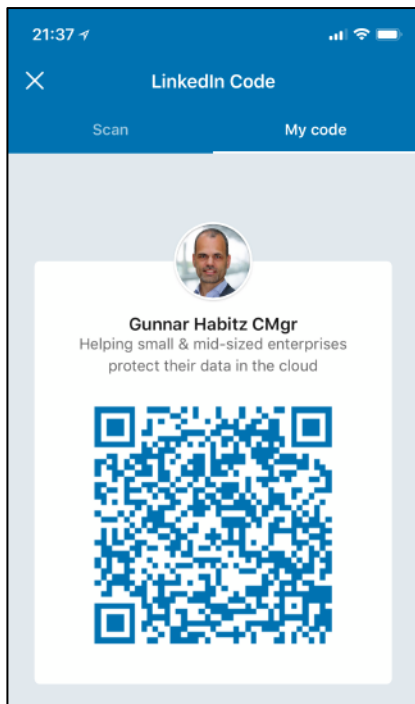
Ignore

Accept

Greetings from Unitrans InfoTech
We are an Oracle Partner company located in Bangalore.
We Implement & provide upgrades for your Oracle ERP Solutions(Cloud/On-Premise).
Request you to provide appointment so that we can provide demo on Oracle Support Services.

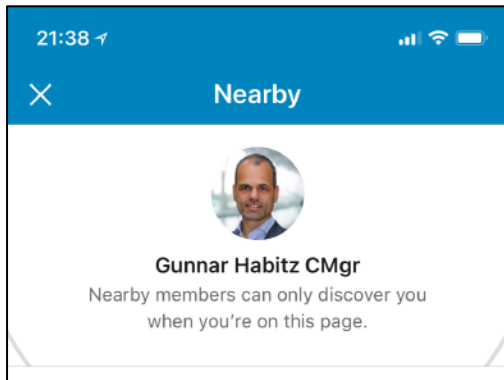
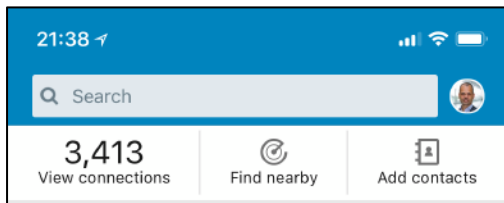
Connect Offline

QR Code for 1:1



Find nearby

- Requires Bluetooth
- All on this screen



Remember

- This is just quantity
- You don't know who is around there
- Watch their profile afterwards
- Send a message with a personalised hook

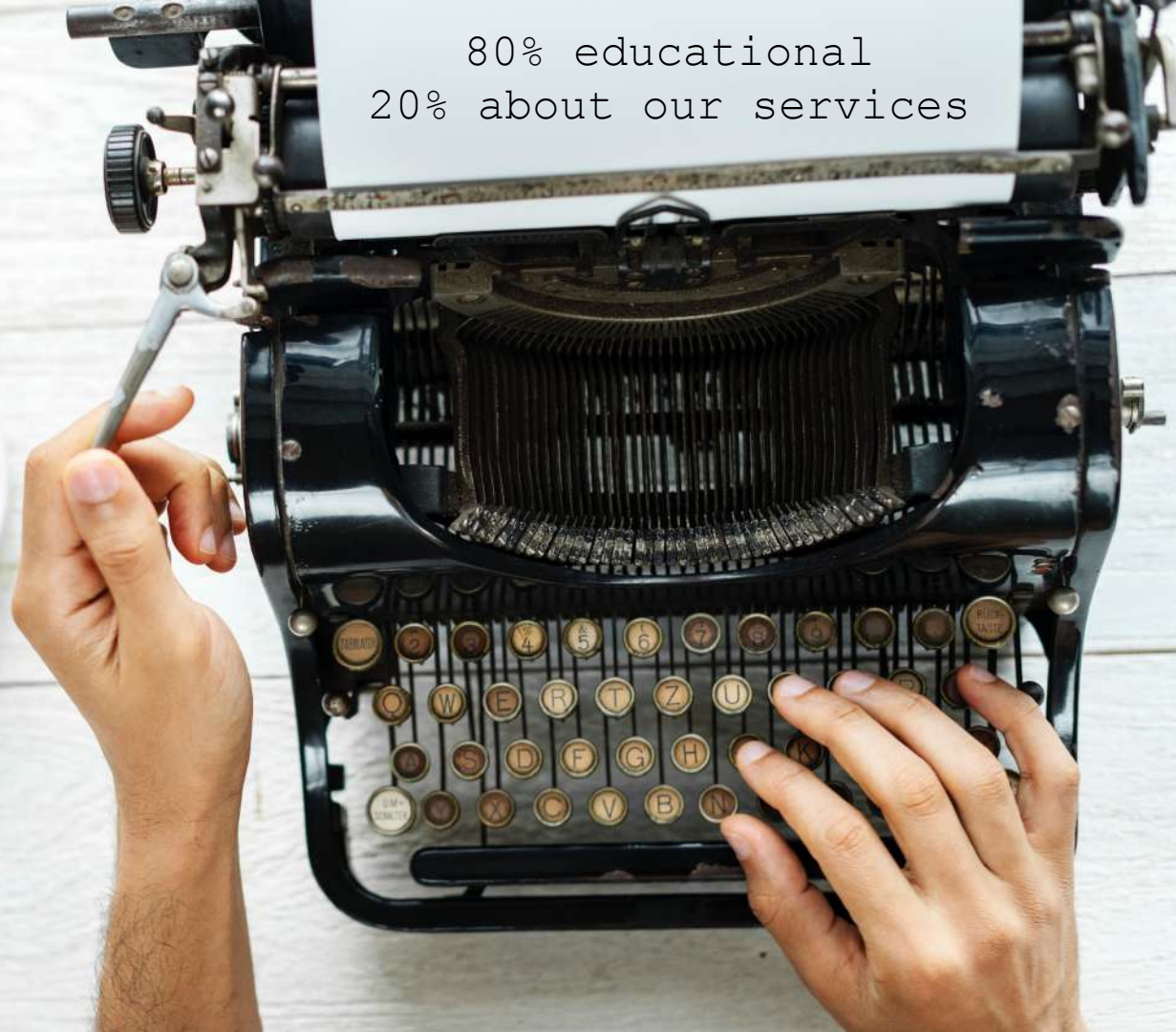
4. Educate With Convincing Content



Content is not King

Content is Prince and Context is King

80% educational
20% about our services



What

Created

- Company blog
- Newsletter topics
- Case studies
- Industry event
- Weekly series
- Interviews
- Upcoming events
- ... and about our own services

Curated

- Google Alert
- Feedly.com
- Flipboard.com
- Bloglovin.com
- Forbes
- Industry Associations
- Influencers
- ... and from our target audience

Where

LinkedIn Post

- 1300 characters max (approx. 200 words)
- Use #hashtags
- Add photos
- Close with question
- Remember URL to send or repost later
- Great for video

LinkedIn Article

- Longer format
- Easy accessible
- Thought leadership
- Ideally 1200 to 2000 words
- Relevant keywords in h2 headlines
- Add more pictures

Others



Medium

Quora



When

Timing

- When the target audience is active
- Different time per platform
- Be the first adding comments with further links and tagging people
- Relevant to the context

Methods

- Manually: hard to catch timing
- Automated: algorithm doesn't like posting by external tools



Who

Self

- Ideal for experienced professionals
- Bloggers, journalists
- Starting solopreneurs
- Side hustlers
- Steep learning curve

Partner

- Content Marketing Experts
- Search Engine Optimisation Gurus
- Digital Marketing Agencies

5. Engage Regularly With Your Audience



Relevance and Balance

It is about them and not you

Nurture

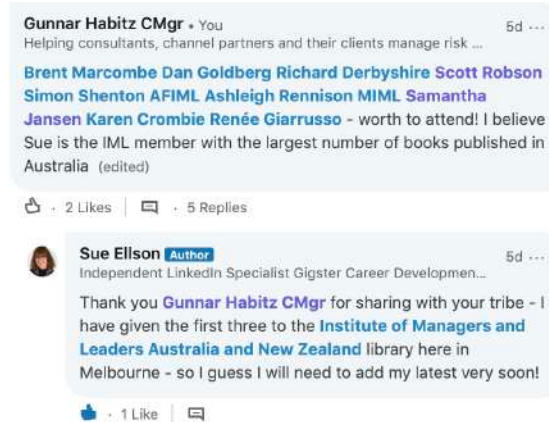
Interest

- You think about them genuinely (incl. birthday)



Trigger

- Concrete events mentioning their name



Content

- Send or tag your audience in relevant material



80% Without Visible Purpose

And only the rest about your agenda

6. **Evolve** Discussions Towards Mutual Benefit



Remember the Target of Social Selling?

Turn conversations offline



Real Life Examples

Partner



Gunnar Habitz CMgr • 10:48 AM

Hi Mark,

Good meeting you on the ARN Connect experience sitting on the same table.

We discussed as well about Veeam backup where we add Veeam Cloud Connect for our partners.

Let's connect on LinkedIn and have a chat how we can help your customers and you can help our partners.

Gunnar

Hi Gunnar,

What morning next week are you available for a morning coffee.

Gunnar Habitz CMgr • 12:11 PM

Hi Mark,

Next week is best on Wed 25 for a coffee in the CBD, alternatively as well Tue 24. We could meet in my remote office near Circular Quay or wherever you would normally have coffee meetings.

Gunnar

Position



Book Review & Interview: Rebirth of the Salesman (Cian McLoughlin)

Gunnar Habitz CMgr on LinkedIn
July 9, 2018

Gunnar Habitz CMgr • 3:00 PM

Hi Lewis,

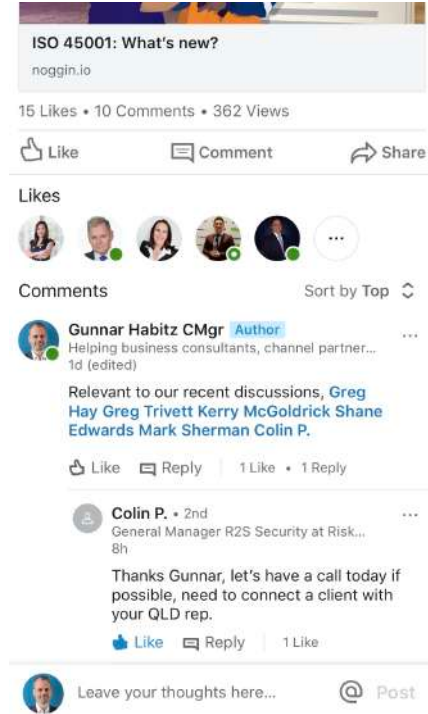
Hope you're fine.

Thanks for your like for my recent review about Cian's book. Apparently we have 6 common connections from your Australian times line Joe Barnes.

Hi Gunnar

just spoke to Kara. She mentioned if you would be interested in the channel sales manager role at Noggin?

Prospect



People Like to Work With People They Know, Like And Trust

and who inspire, educate and entertain them



7. Execute a Winning Routine



30 min Daily is Possible

You have the time for that



During the Week

Establish

- Invite using your templates
- Watch who viewed your profile
- Respond to invitations

Engage

- Nurture your contacts with or without agenda
- Endorse skills
- Send genuine birthday wishes

Evolve

- Bring discussions further
- Request referrals to others
- Suggest a call or meeting

For the Week

Educate

- Plan content for the week
- Adjust your editorial calendar
- Post 3x per week at least, not too much

Enjoy

- Learn for your personal growth
- Enhance your networking skills
- Improve your curiosity

Examine

- Review what worked well or not
- Capture what you learned
- Collect effort in numbers

LinkedIn Social Selling Index

www.linkedin.com/sales/ssi

Write on a small paper without sharing

Social Selling Dashboard



Gunnar Habitz CMgr

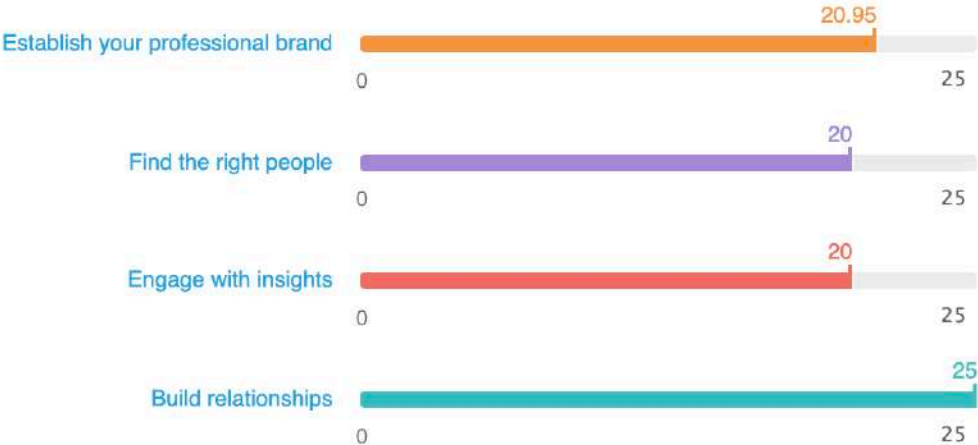
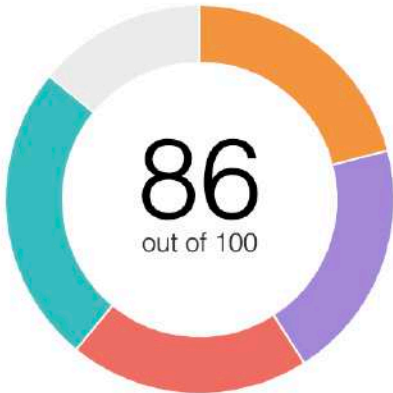
Helping consultants, channel partners
and their clients manage risk smarter |
Social Selling & Meaningful Networking

Top 1 %
Industry SSI Rank

Top 1 %
Network SSI Rank

Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



Always Remember the Core Essence

Provide perceived value

A photograph of a stone staircase built into a hillside in a forest. The steps are made of large, flat, reddish-brown stones. The surrounding area is covered in dry leaves, twigs, and some green foliage. A large, dark, gnarled tree trunk is visible on the right side of the path. The text labels are overlaid on the right side of the staircase.

Execute

Evolve

Engage

Educate

Establish

Elaborate

Escape

Questions?

Answers!

The 10 Rules of Linkedin® Engagement Behaviour

- 1 **Craft a winning profile**
 - Understand what prospects are looking for
 - Create a compelling headline and story-telling summary
 - Showcase how you help others achieving business outcomes
- 2 **Look who viewed your profile**
 - Establish daily routines to follow up the same day
 - Let them know you viewed them, it increases their views
 - Don't simply press the "connect" button in return
- 3 **View a profile before reaching out**
 - Ensure you're not in private mode
 - Find common contacts, location, schools or interests
 - Check out their posts and comments
- 4 **Start following before connecting**
 - See what others post over a period of time
 - Use their content to provide value to your network
 - Find out if they follow you already
- 5 **Connect with a personalised message**
 - Show immediate relevance to the reader
 - Make sure it does not read like copy & paste
 - Frame it as "personalised thanks" on mobile app
- 6 **Make an impact in accepting a request**
 - Protect your network and don't accept everybody
 - Write a direct message highlighting some common ground
 - Embed a hook that both sides will remember later
- 7 **Create referrals successfully**
 - Remember Nikita's known slogan "connecting people"
 - Expand your horizon to adjacent levels of experience
 - Acting with "Gunnar's gain" mentality will pay back
- 8 **Provide perceived value**
 - Create eye catching visuals by starting socially
 - Add how you can help them and close with a call to action
 - Ensure that details won't be another mass mailing
- 9 **Engage thoughtfully in groups**
 - Find groups suitable for your field and expertise
 - Provide answers with own experience in discussions
 - Offer help and insight instead of trying to pitch
- 10 **Establish your routine**
 - Follow up after 72h meeting or online in the same week
 - Spend 10 min daily on prospecting to build your audience
 - Endorse skills and provide 2-4 recommendations monthly

ESSENTIAL

ADVANCED

© Gunnar Habitz, March 2014
More about LinkedIn, networking and sales experience on www.gunnarhabitz.com.au



G'day,
Thanks for attending my Lunch & Learn on 25 June!
For me, Social Selling is a clever approach of adding social media and digital tools to enhance business conversations.
This session covered these 7 steps:

1. **Escape** missing out and get started
2. **Elaborate** your brand for suitable target audiences
3. **Establish** sustainable connections
4. **Educate** regularly with your audience
5. **Engage** discussions towards mutual benefit
6. **Evaluate** a winning routine
7. **Execute** a winning routine

Download the slides on: gunnarhabitz.com.au/social-selling-at-hq

Great to see many of you again!

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Thank you

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