

SELLARKETING



Tearing Down the Barriers
Between Sales and Marketing

THE EVOLUTION OF CONSUMER BEHAVIOR

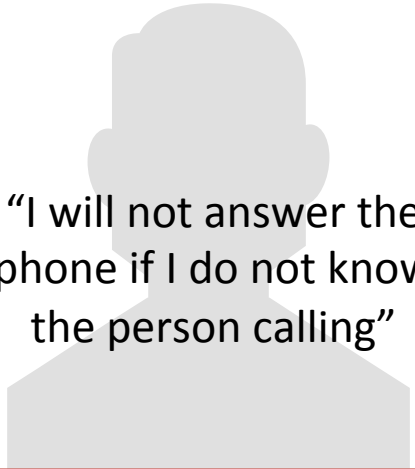
> 75%

of product research in both on and offline purchases can be done online before making first contact with the seller. (Forrester)

SOCIAL SELLING

- The use of social media to identify and engage prospects at the right time, and in the right way
- Modern Hunting - Selling is now proactive and less reactive
- Sales and Marketing are blurring – Sales needs to think like Marketing and vice versa

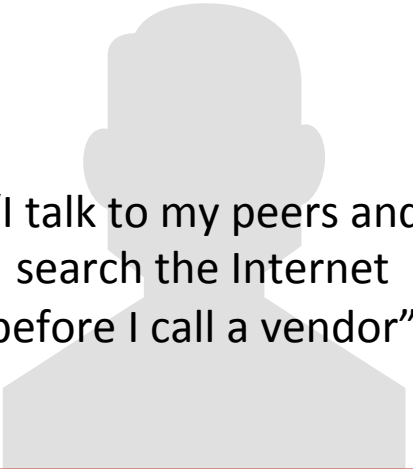
BUYER INSIGHTS



"I will not answer the phone if I do not know the person calling"

+50%


Dropping a name increases response rate by 50%
(LinkedIn 2013)



"I talk to my peers and search the Internet before I call a vendor"

90%

90% of consumers trust peers, only 10% trust an unknown source
(Neilson 2011)



"What I really value is when I learn something new from a vendor"

29%

Buyers state that only 29% of sales representatives are well prepared for their conversation
(IDC 2010)

BUYER SIGNALS



MadVulcan

9:45am via Twitter for Android

Looking for some help around setting up a management structure for social media marketing. Any suggestions?



maisonetteDS

6:43pm via Web

Can anyone recommend a reliable Apple (iMac) repair centre in central Auckland? Pretty sure it's a hardware issue...



PlayingDemGames

6:44pm via Web



@GoldGloveTV Are gaming gunnars good for console and pc? or would you recommend getting separate ones?



nathanisbored1

6:38pm via Web

HELP! Google is ruining my YouTube experience again! :(



Lushlashbar

9:55am via Facebook

We are looking for a part-time admin and social media expert to help us grow our business.
Know anyone great with... fb.me/11I0snJ7v



BushjMS

6:44pm via Web

@mfenlon44 Is there a particular BIE training series you would recommend?

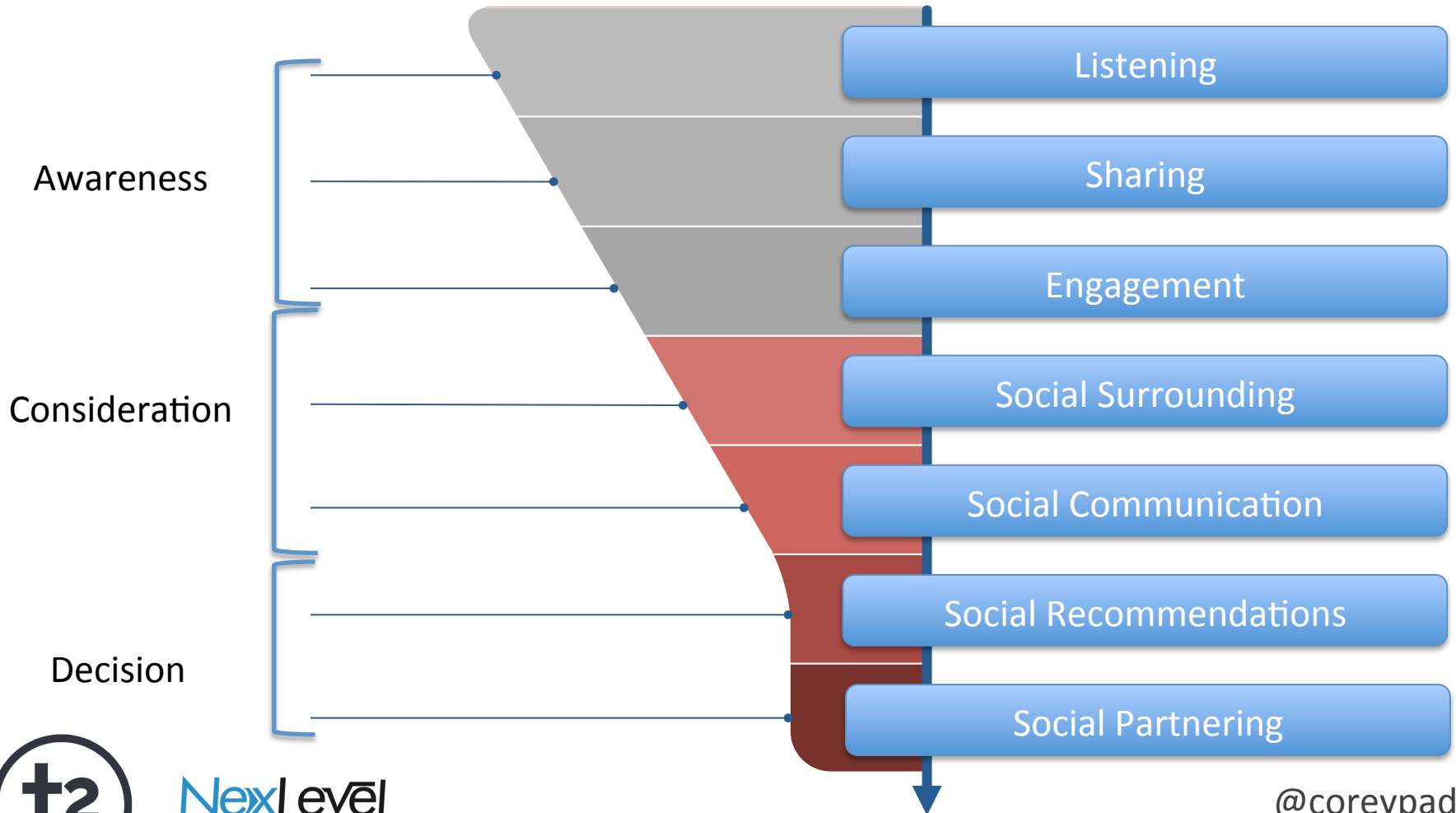
Show Conversation

Marketing needs to provide sales and customer success with the right funnel stage and priority shifting content.

SELLARKETING

Buyer's Journey

Social Selling Process



NexLevel

@coreypadveen
@juliovisko