<table>
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<tr>
<th>Who is s/he?</th>
<th>How s/he finds us</th>
<th>Pain Points</th>
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<th>What s/he wants to know</th>
<th>What s/he doesn't want</th>
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<th>Why s/he buys from us</th>
<th>What can we do</th>
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Leveraging LinkedIn for Lending Success

Indiana Bankers Association
2018 Mega Conference
May 3, 2018
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Why “Social Selling” (i.e. LinkedIn)?

B2B Buyer has changed and Sales needs to pro-actively engage prospects on the social channels that they use regularly.

Social Prospecting gives us a competitive advantage.

Sales & Marketing need to be aligned closely, sharing a unified message across social channels.

ROI on Social Selling is dramatic: better quota attainment, a positive brand reputation, and a sales team that generates leads.

“Reps using social selling techniques realize 66% greater quota attainment than those using traditional prospecting means.”

–Sales Benchmark Index
"Social Selling" Benefits

1. Positive Brand Image
2. Less Competition for Buyers' Attention
3. Sales Quota/Goal Attainment
4. Less Pricing Competition
5. Increased Thought Leadership
6. Analytics to Track Social Selling Efforts
7. Turn Sales into a Lead Generator
8. Improved Marketing-Sales Alignment
Problem 1: Who Should Generate The Leads?

Marketing teams typically produce between 15% and 30% of a company’s new leads - CustomerThink

MARKETING

“You’re not following up on the leads I’m giving you!”

SALES

“You’re not giving me enough leads!”

Talk about putting pressure on sales
Problem 2: Cold Calls are Ineffective

The Dilemma:

- Potential buyers are more informed these days
- Cold calling is effective only 3% of the time
- But you still need to generate between 70% and 85% of your own leads
The Changing B2B Buyer

Buyer Purchase Decision Timeline

Buyer due diligence begins

Buyer first contacts vendor

69%
Opportunity

Choice #2:
Put effort into the first 69%
Low competition
Little price friction

Choice #1:
Fight with everyone else for the 31%
Price war

Buyer due diligence begins

Buyer first contacts vendor
Solution: Social Selling

A modern sales technique in which sales people identify prospects, nurture them, and generate pipeline via social media.

The number one source of revenue generated by sales representatives.

The highest lead to close conversion rate of all prospecting techniques.

“Social selling sees about a 15% prospecting conversion rate, at least 5 times greater than the 3% prospecting success rate from marketing activities.”

—Sales Benchmark Index
Why It works

100% B2B DECISION MAKERS
are on social media for business purposes (Forrester)

SOCIAL SELLING
is based on relationship building and trust

TRUST
in regular employees is ever-growing

The majority of B2B IT buyers use social networks as part of their purchase process.

―IDG Connect
How It Works

01 IDENTIFY PROSPECTS
That you would like to engage

02 CONNECT WITH PROSPECTS
Preferably asking a colleague for a referral

03 OBSERVE
The prospects in their habitat

04 USE CONTENT
To engage with the prospect and build rapport

05 SEAL THE DEAL
Build trust then ask for the deal
The Value of “Social Selling”

- Quota/Goal Attainment
- Improved Prospecting
- Increased Thought Leadership
- Better Marketing & Sales Alignment
Quota/Goal Attainment

"64% of sales teams that use social selling attain their quota."

–Aberdeen Group
Better Prospecting

01 COLD CALLS
and e-mails are ineffective and a turn-off for potential buyers.

02 BRAND REPUTATION
In fact, cold calls hurt brand reputation.

04 WARM REFERRALS
are far more effective, especially on sites like LinkedIn.

05 UNDERSTAND COMPANY
Buyers are most likely to engage with salespeople who understand their role, company, and industry.

"Experienced salespeople can expect to spend 7.5 hours of cold calling to get ONE qualified appointment."
—Keller Research Center at Baylor University
Thought Leadership

B2B BUYERS ENGAGE
The vast majority of B2B buyers engage with sales professionals who are thought leaders in their industry

LEVERAGING CONTENT
Leverage a blend of informational and promotional content, as well as created and curated content

SHARING EDUCATIONAL CONTENT
Is an easy way to build trust and provide value to prospects

“92% of B2B buyers engage with sales professionals who are known industry thought leaders.”
– LinkedIn
Marketing – Sales Alignment

SALES PEOPLE need to be viewed as go-to resources for thought leadership and industry news.

MARKETING can supply the necessary content.

BEST IN CLASS COMPANIES have a centralized Marketing library where every asset and message is accessible to Sales.

SALES can help marketing provide buyers with the content that they need to reach a decision.
LinkedIn Updates & Tips

Let’s spend some time talking about the world’s #1 business network
First, Activate Two-Step Verification
Microsoft and LinkedIn Integration

Microsoft rolls out LinkedIn integrations in Outlook.com

Microsoft’s $26.2 billion acquisition of business networking site LinkedIn is starting to pay off – at least in terms of product integrations that make sense. The company today announced that LinkedIn Integration within Outlook.com is now going live, allowing email users to view insights, profile pictures, work history and more from within their inbox.
Social Selling Index – Know Your Baseline

• Visit LinkedIn.com/sales/ssi
New: Personal Profile Layout
Key Changes

1. Photo left aligned
2. Larger photo with green “dot”
3. Name, headline and location left aligned
4. Experience and education moved up and right aligned
5. Additional room for summary information
6. Rich media now shows up to six (6) items
New: Location Engagement Opportunities
Green Dots, Images, and Video
BTW - This is NOT Relationship Building...
How to Become a Resource

Share information that is educational and informative to your connections – don’t just try to sell them bank services
Content Curation Ideas and Efficiency

- Think about your “audience” and what they want to know
  - Find and share this information to help others
- My two favorites to get you started... Flipboard and Buffer
Suggested Flipboard Categories

- Success
- Entrepreneurship
- Business
- LinkedIn

- Time Management
- Health
- Social Media
- LinkedIn
Now Share on LinkedIn
“Social Selling” Benefits

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Where Do You Stand?

Is your Lending Team making Quota?

What is your Prospecting Strategy?

What are your Thought Leadership Plans?

Is Marketing & Sales Aligned?
Let’s Keep in Touch!

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