



Engage Channel Partners with Social Selling



SPEAKER

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Poll: Are you selling direct or via partners?

- Vendor selling direct
- Vendor selling via partners
- Partner selling to end clients
- Distributor selling to partners
- Buyer procuring from vendors or partners



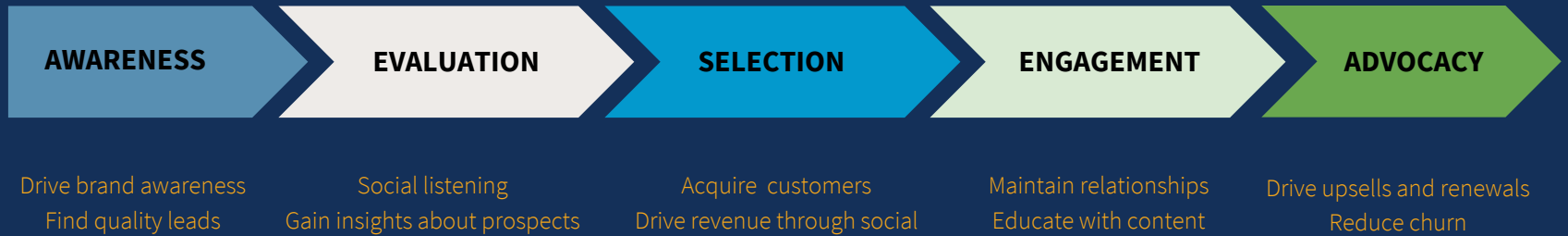
**49% of B2B enterprises
have developed a formal
social selling program,
and 28% are in the
process of doing so**



so·cial sel·ling

noun

a set of social media activities conducted by **educated** and **enabled sales teams** that creates meaningful moments to **build** and **nurture relationships**



What is missing? **Channel Partners**





Solving customer challenges

Triple Win with Partnerships



Add partners in your social selling activities

Engage from social listening to sharing industry knowledge up to driving customer success

The screenshot displays the Hootsuite interface for a user named 'Nest Hotels'. On the left is a dark sidebar with navigation options: Streams, Inbox, Publisher, Analytics, and Amplify. The main content area is titled 'All Content' and features a grid of social media posts. Each post includes a thumbnail image, a text snippet, and a 'Share' button. The posts are categorized under 'Nest Hotels' and include various news items and announcements. At the top right of the main area, there are buttons for 'Suggest Post' and 'New Post'.

Hootsuite

- Streams
- Inbox
- Publisher
- Analytics
- Amplify

Nest Hotels All Content

My Topics

- All Content
- Nest in the News
- Industry News
- Events Hosted by Nest
- View More Topics

Explore

- Careers at Nest
- Design
- Digital Transformation
- Expeditions
- Food & Beverage
- Hospitality in the News
- View More Topics

Manage Social Networks

Sign Out

Suggest Post **New Post**

NEST IN THE NEWS 1h
Proud to be part of USA TODAY 10Best. We are thrilled with our nominations! Cast your vote & help us bring these 🏠's home! <http://ow.ly/ccQC30koeYW>

NEST IN THE NEWS 1d
Welcome to a new #NestHotels on the Japanese island of #Okinawa. Set along white sand beaches, Nest Okinawa will offer 120 hotel rooms. <http://ow.ly/ccY28wuzKB>

INDUSTRY NEWS 3d
Featured in Buying Business Travel's post for Best Upscale Hotel Brand, for the third year running! #BBTA19 @BBTAwards <http://ow.ly/ccQD30zfwLY>

NEST IN THE NEWS 1w
How our Service Experience team designed the world's best hotel group in Accessibility #AccessibleTourism #ACA <http://ow.ly/ccAJ41vquIQ>

NEST IN THE NEWS 2w
Our Eco Suites featured in Conde Nast's @CNTravel Sneak Peek into the world's most unique eco accommodations <http://ow.ly/ccFH11durNQ>

NEST IN THE NEWS 1m
Our Interior Design team's hard work was recognized this week at #IDA2018 #IDA #InternationalDesignAwards <http://ow.ly/ccAJ41vquIQ>



Poll: Do you support your partners mainly using these social selling activities?

- Sharing news about product or services
- Providing industry knowledge
- Engaging regularly using social media
- Sharing your partners news to your clients
- Not selling via partners



Support Partners with Social Selling Activities



Foster engagement

Improve your partner's readiness and proficiency on social media



Listen together

Drive strategic activities from listening to converting



Reverse activities

Include 3rd party solutions in your programs



Social Selling Program

Advance your partner's maturity with programs and certifications



Employee Advocacy Program

Expand own program by partner activities and vice versa





Thank you

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