

# Engage Channel Partners with Social Selling

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**Solving customer challenges**

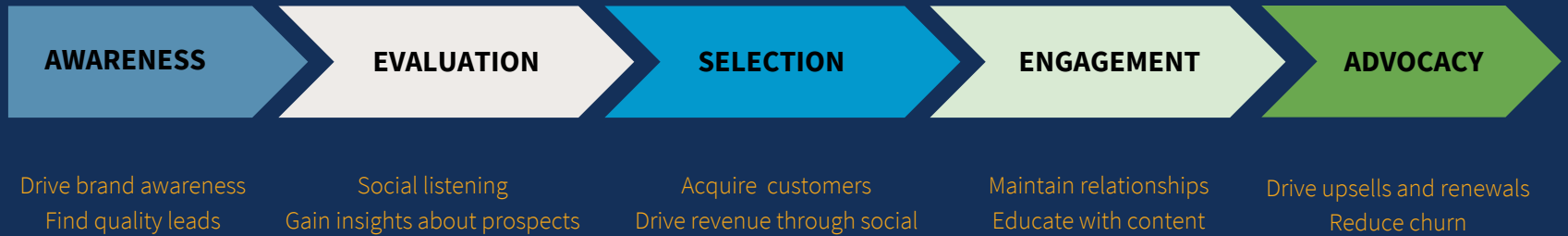
# Triple Win with Partnerships



# 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**



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



# 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 the 'Nest Hotels' account. On the left is a dark sidebar with navigation options: Streams, Inbox, Publisher, Analytics, and Amplify. The main content area is titled 'Nest Hotels All Content' and features a grid of social media posts. Each post includes a title, text, an image, and share statistics.

**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>



# 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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