

20 STEPS TO SOCIAL SELLING

by John Henley

Social Selling uses social business tools (like Twitter and LinkedIn) for personal branding and connecting with prospects.

Test how well you're taking advantage of the benefits offered by social selling with these 20 steps.

1. Have you sent an invite to connect with a current customer on LinkedIn in the last week?
2. Do you have 3 or more relevant and powerful recommendations on your LinkedIn profile?
3. Have you taken the time to recommend someone else on LinkedIn in the last week?
4. Are you in at least one LinkedIn group that your prospects are also a part of?
5. Have you started to follow any clients or prospects on Twitter?
6. Have you added 10+ connections on LinkedIn in the last week?
7. Have you added 10+ followers on Twitter in the last week?
8. Have you searched for company blogs for your biggest clients and best prospects?
9. Have you signed up to have any of these blogs delivered to your email?
10. Have you made a comment on any of the blogs' posts?
11. Have you added 10 or more followers on LinkedIn and/or Twitter in the past week?
12. Do you belong to more than one LinkedIn group?
13. Have you participated in one of your LinkedIn groups in the last week?
14. Have you written an article for your company blog in the last month?
15. Have you shared content from your company blog on LinkedIn and/or Twitter in the last week?
16. Have you shared someone else's content on LinkedIn and Twitter in the last week?
17. Have you helped a stranger solve a problem online?
18. Have you identified a specific prospect you are trying to reach using social business networking?
19. Are you taking steps to connect with that prospect?
20. Have you secured an appointment with a prospect from these efforts?