

A close-up, slightly blurred photograph of a computer screen displaying the Facebook login page. The word "facebook" is visible in white lowercase letters on a dark blue background at the top left. Below it, the "Email" and "password" labels are visible in a light blue font, with their respective input fields. The overall image has a blue and white color palette with a soft, out-of-focus effect.

facebook

**Social
Media
for
Salespeople**

By
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There are a lot of technology-based books out there “for dummies,” but I believe that just because you don’t know how to use Twitter or Facebook, that does NOT make you dumb. I know a lot of very successful business people who are slow to adapt to technology. The reality is that everyone has their own starting point for getting comfortable with using social technology.

Get familiar with social technology by using it first



Rather than reading a “Social Media for Dummies” type book, my advice is to start out by poking around and getting familiar with the “lay of the land,” so to speak. It’s kind of like when you buy a new mobile phone. You don’t stand in the store and read the manual first. Instead you take it home, play with

it for awhile and then get out the manual when you can’t figure something out. This type of curiosity will serve you well in the world of social technology.

Lately I’ve had a lot of people asking me about Groupon. And rather than explaining how their process works of getting local deals from merchants and so on, I usually suggest going to the site and signing up for their daily email. Within 2-3 days you’ll have a pretty good idea of how it works and whether or not you might like to keep your name on their email list.

A Few Words about Online Reputation Management

There are volumes of books written about Online Reputation Management (ORM). This is, perhaps, the most important reason that salespeople should participate in social media; because if for no other reason, you NEED to know if people are talking about you. I’ve had several cases where customers came to us in total shock from negative reviews or comments which showed up on the first page of Google when people searched their name. Needless to say this is not good.

Learning to monitor what is being said about you, your company or your competitors, is critical to staying in front of the online conversation. And if you’re still not convinced, just Google “United Airlines breaks guitars” and then make your decision about whether or not you should be concerned with your online reputation!

A Salespersons Most Important Social Technology Tools

There are rivers of information readily available about just about every social technology tool that's out there. However, our focus is on choosing tools that fit within a sales process, and serve a particular function in helping generate leads or increased visibility. They are also chosen as the tools we believe you can learn to use quickly and easily integrate into your real world activities. As such, we will review the most useful social tools for salespeople and how you might learn to put them to use.

WHAT ARE THEY SAYING ABOUT YOU ONLINE?
ALERT, ALERT, ALERT

Bring Your Laptop's, WIFI provided. This is a HOW TO, NOT A NEW TO CLASS.

Google Alerts (BETA)

Wednesday November 10th 10:00-11:30

Google Alerts are a simple and free way to get regular updates about something that interests you. Google Alerts will send you an email any time a new web page appears for the terms you specify. As a REALTOR, you'll definitely want to protect and manage your online reputation. In this class you will learn how to set up and manage Google Alerts including for/to

- Your Name
- Your URL (website)
- Keywords you are targeting
- Search for customers
- Spy On Your Competition

Protect Your Content

MyTitleGuy

RSVP

OLD REPUBLIC TITLE AGENCY

RE/MAX Preferred Choice

Stephen Gardner
Business Development Manager
Old Republic Title
480.223.8113
MyTitleGuy@Re.com
www.RVTitleGuy.net

JOIN US!
RE/MAX Preferred Choice @ Westgate City Center

From Loop 101, Exit Glendale Ave, East to 95th Ave, South to Hanna Drive East to Sunset Blvd, South to Parking Lot 3
Enter Glass doors at the West Passage (between green and blue building).
Check in with Security, up elevators to 3rd Floor.

Loop 101 (Agua Fria Freeway) and Glendale Avenue
6751 North Sunset Blvd., Suite 320

Google Alerts

Google Alerts are free to use, daily summaries of information found about a given topic on the internet. For instance, you can be notified automatically every time Google finds your name mentioned in a blog, news article or social media post. Alerts can be setup for any subject or keyword, so our recommendation is that you at least setup alerts for:

- Your name
- Your company, product or service
- Your key competitor names
- Names of targeted customers
- Industry topics of interest
- Setting up alerts will give you instant information that you can respond to if necessary, or just file away for future reference.

LinkedIn

In my opinion, LinkedIn should be the professional salesperson's #1 social prospecting tool. LinkedIn is essentially Facebook for professionals. You setup a profile and make posts about your activities. You can also comment on posts from others, answer questions or join a discussion group on a particular topic.

What makes LinkedIn so powerful is the ability to look for shared connections for people you want to meet. You can ask for introductions to people you want to meet through mutual connections, thus making contacts you might have never made

otherwise. It's a real world technique of asking for referrals except that you can look through someone's rolodex to see who they know!

If you are in sales and adopt nothing else from this section on social technology, make sure to grab hold of LinkedIn and learn how to use it.

Blogging

Blogs are not new, but they are still a powerful tool for building your digital reputation. I can't tell you how many customers I meet with who tell me "I saw your blog post and that was really great information." What a great starting point for a new relationship! A business oriented blog for a salesperson can be a terrific conversation starter with new prospects, especially if you maintain it regularly and post valuable information.



Learning to blog is essentially making a commitment to writing. The best way to get started is to jot down a list of questions or topics that new customers are often interested in and plan to write about those. As you go, you will learn to write about other topics of interest that will help open doors to new opportunities.

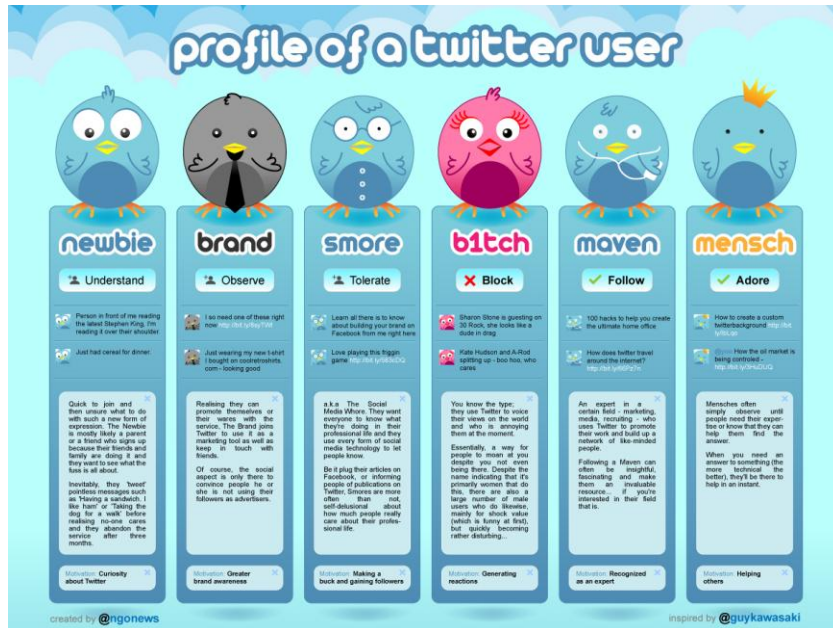
Other social technology tools salespeople can use:

This book is about giving practical advice that salespeople can follow. And given the time constraints of our busy lives, it seems to make sense to focus on using fewer tools more effectively when it comes to social media. However, if you are the type that would like to do more, here is a look at other social technology tools at your disposal.

Facebook

Facebook is probably the most asked about social technology, but can sometimes be tough to use consistently as a lead generation tool for salespeople. The reason is that people generally go on Facebook to escape work. If you don't believe me, look up the story about how much money the creators of Farmville are worth...estimates are it's between \$1.5 and \$3 billion!

The guidelines for success on Facebook are much the same as for other social sites if you are looking to make new contacts. In other words “share” over “sell.” We often “Friend” people we only know marginally, so take the opportunity to gently remind people about what you do by posting links to interesting content you’ve created or things customers might be interested in. Try to refrain from selling all the time and look for opportunities to comment or share as opportunities to open new doors.



Twitter

Twitter is one of the “coolest” things in recent memory; but if you’re in sales, you may not get the bang for your buck that you would from LinkedIn or blogging. Now, for celebrities like LeBron James and Demi Moore, or politicians or other public figures, Twitter is hands down the best way to speak directly to legions of followers.

Twitter is fairly easy to use and can be integrated with a number of other technologies such as blog. So if you have the time, it makes sense to setup an account and use it to share your updates on things like new products, new research, new blog posts and the like that customers may find of interest. If you can find the time to contribute interesting or fun things, than Twitter can be a great tool.

Wrap it all up with Analytics

One of the greatest gifts that the digital world has given to left brain types like me is little tracking programs we call Analytics. Analytics give us statistics about how many people looked at your website or blog post, or tell you how many active Facebook friends you have. We can sometimes tell how you found us, what you looked at when you were on our site, and where you went when you left.

There are many great books written on this subject, but the most important thing is to become familiar with your particular metrics. After all, if you are going to invest the time and effort into social technology, you should make sure you’re following up to see if anyone is actually using it with you!