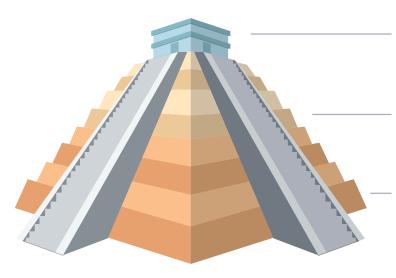
SEISMIC

Climb the Social Selling Pyramid: Techniques and Tools



Social sellers in your organization



Serious

Small in number, but powerful. They're highly engaged and seeing results.

Interested

They see the potential of social selling, but it seems too hard.

Unengaged

Often the largest group, they don't see value and are unwilling to invest time on social.

Level up your sellers

Unengaged

Motivate these sellers to engage more:

- Show sellers the benefits
- Provide training
- Lower the bar to entry

Interested

Expand the middle by making social selling easy:

- Automate content curation and discovery
- Let sellers personalize their curated feed
- Make sharing and engaging easy
- Enable sellers to nurture social contacts

Serious

Encourage them to excel and share best practices:

- Highlight social media's contribution to sales
- Document best practices
- Invite them to teach other sellers

