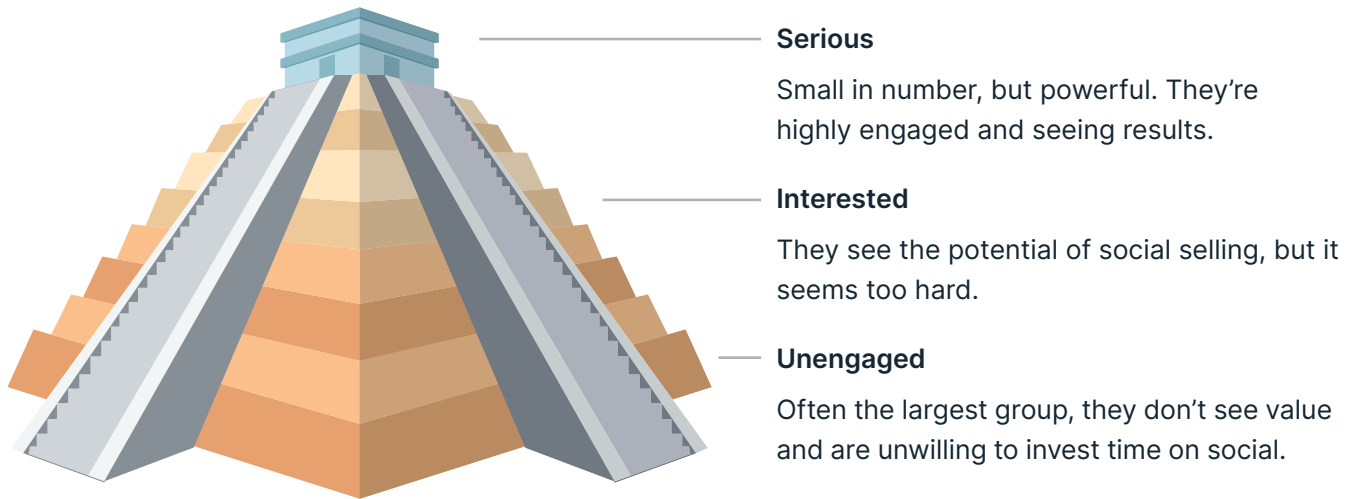


Climb the Social Selling Pyramid: Techniques and Tools



Social sellers in your organization



Level up your sellers

<p>Unengaged</p> <p>Motivate these sellers to engage more:</p> <ul style="list-style-type: none">• Show sellers the benefits• Provide training• Lower the bar to entry	<p>Interested</p> <p>Expand the middle by making social selling easy:</p> <ul style="list-style-type: none">• Automate content curation and discovery• Let sellers personalize their curated feed• Make sharing and engaging easy• Enable sellers to nurture social contacts	<p>Serious</p> <p>Encourage them to excel and share best practices:</p> <ul style="list-style-type: none">• Highlight social media's contribution to sales• Document best practices• Invite them to teach other sellers
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