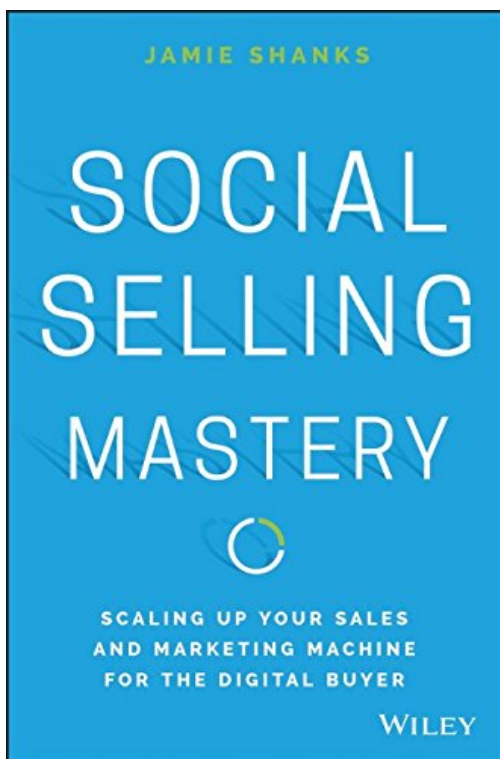


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From the Inside Flap

If you're currently running a playbook of social selling tips, tricks, and tactics, that's a great start. Now, put away your quick-fix hacks and get out of the sandbox with Social Selling Mastery and establish the long-term trust real buyers are looking for in the marketplace.

Now from Jamie Shanks, the pioneering expert whose name is synonymous with social selling, a complete social selling master's course for building the architecture to sustain long-term growth goals, year over year, while continuously enhancing your buyer's experience. It's as simple as that, and this step-by-step guidebook takes you through the entire process in micro-lessons. Every chapter is straightforward, with the theory and principles up front, and then digs into the specific, practical tactics you need to execute every day to apply them in the real world.

Social Selling is next-level social media marketing, and this globally proven approach secures real, one-to-one, personal relationships that generate and retain revenue. Complete with ready-to use transformational skills to jumpstart your sales and marketing team's daily cadence. This is the global system used by hundreds of companies to:

- Use the latest, consistently successful methods to reach and engage customers online
- Strategically target and increase value and knowledge throughout the buying process
- Confidently create a repeatable process and upscale it to any size organization

Because Social Selling Mastery takes a long-term approach to serving your customers through their individual buying cycles, Social Selling doesn't happen in a vacuum. This robust methodology requires complete buy-in from the entire organization, from the top down, and from sales, marketing and enablement/operations. Don't worry—there are three chapters dedicated to leadership buy-in, accountability and measuring success. Gaining commercial buy-in happens when you establish a benchmark of key performance indicators (KPIs), milestones and goals that align sales, marketing, and sales enablement/operations to grow return-on-investment (ROI).

Whether you're outfitting a new start-up or upgrading an established organization for the marketplace, Social Selling Mastery gives you the blueprints and pro tools to build and maintain steadily growing revenue from an ever-expanding sales pipeline.

From the Back Cover

Praise for SOCIAL SELLING MASTERY

"Buying has changed more in the past ten years than the past hundred. Unfortunately, sales and marketing hasn't. Every sales, marketing, enablement, and operations leader needs a social selling blueprint, and this book is the best one I've seen."

—JILL ROWLEY, CEO of Jill Rowley Inc. and #SocialSelling

"If you have the 'itch' to become an entrepreneur (or sales to think like entrepreneurs) then you need to read Social Selling Mastery. It takes all the pieces and parts of social selling and pulls them together in an easy to implement roadmap for success."

—TRISH BERTUZZI, President of The Bridge Group, Inc.

"Jamie Shanks is the only person I would endorse for Social Selling Mastery. This book is the manifestation of his years of work helping shape the industry."

—KOKA SEXTON, CEO of Social Selling Labs

"Jamie Shanks is social selling. He's poured his heart and soul into helping his clients succeed in building and converting sales on the social web, and I can't believe he's now basically giving it all away in this awesome book."

—MATT HEINZ, President of Heinz Marketing Inc.

"Social selling is one of the hardest things to define, execute, and track the impact of these days. Everyone seems to have a different opinion on what it is and how to do it. This book is the most comprehensive collection of ideas, structure, and techniques to maximize your social selling efforts. It's not theory, it's real."

—JON BARROWS, CEO of J. Barrows LLC

"There are many people talking about social selling and very few making it happen. Jamie Shanks saw the social selling writing on the wall early in its evolution and not only began to utilize it but to translate it into a repeatable process that can be taught to sales people at scale."

—JON FERRARA, CEO of Nimble, Founder of GoldMine

"Today, there is no business as usual. Mastering social selling is your competitive advantage, as buyers expect salespeople to deliver value and relevance in every interaction. Success requires leadership and an aligned strategy between sales, marketing, and operations. Jamie Shanks prompts you to answer key questions in your journey to achieving Social Selling Mastery."

—BARBARA GIAMANCO, Co-Author of The New Handshake: Sales Meets Social Media

About the Author

JAMIE SHANKS is CEO of Sales for Life, the world's definitive social selling training and coaching company. He is a world leading social selling expert responsible for pioneering the space. He has trained thousands of sales professionals, from Fortune 500 companies to solopreneurs, and built social selling solutions in the majority of industries.

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