Full Contact Selling

“Power Up Your Sales”

Presented by
Rick McCutcheon
CSP – Certified Sales Professional
About Rick McCutcheon

- Leading strategist, speaker, and writer on Technology and Sales Development
- Dynamics Technology MVP
- CSP, Certified Sales Professional
- Co-founded Archer Enterprise Systems a Sales Automation and Technology Vendor. Sold to Janna Systems (now part of Oracle Corp.)
- Strategic Business Development Consultancy Practice focused on Technology Companies
- Facilitates Sales Process and Technology Best Practices workshops and webinars for leading Corporations and Associations including Microsoft Corporation, Technology User Group Community, Extreme Technology and Technology Evolution
- Publication: Sales Gurus Speak Out with my chapter titled “Power Up Your Sales with Technology
This Full Contact Selling Program (FCS) is like having a customized blueprint for sales success. FCS delivers a unique advantage over traditional sales methodologies:

- **Market knowledge**: Understanding the Technology buyers and the current purchasing trends
- **Proven sales processes**: That correspond to the Technology buyer behavior and their purchasing processes
- **Proven sales skills**: To help you build credibility and close more business.
On average decision makers consume 5 pieces of content before being ready to speak to a sales rep.

CMO Council

77% of B2B buyers said they did not talk with a salesperson until after they had performed independent research.

CEB

Source: Linkhumans.com
Business Development Process

Lead -> Triage -> Sales -> Research Lead

C palliative P

Lead -> Triage -> Sales

Leads
Customers
Referral Network

C
P

Qualify

Current Project
Future Project

Partner

Keep Warm Strategy

AAA Customer
A Customer
B Customer
C Customer

Yes

Close

Overcome Objections
Negotiate
Beat the Competition

Create Proposal/Quote

Products Presentation

Build Solution

RFP

Needs Analysis

Overview Presentation

Direct

Oppportunity

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Account Management Process

- Social Media
- Web Site
- Email Campaigns
- Education
- User Community

- AAA Customer
  - 90 Day Review Cycle
- A Customer
  - 180 Day Review Cycle
- B Customer
  - Annual Review Cycle
- C Customer
  - Reaction Management

- Touches

- SWOT
  - Growth
  - Relationships
  - Delivery

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Social Selling – Getting LinkedIn
Social Selling – Getting LinkedIn

LinkedIn User Statistics and Demographics

Total Number of LinkedIn users:

414 Million Users

Last updated 2/4/16
Social Selling – Getting LinkedIn

The world and buyers have changed

75%
B2B purchases influenced by social

57%
Of the buying process is complete before sales rep involvement

97%
Of the time cold calls do not work

Sources: CEB, Connect & Sell, IBM Buyers Preference Study
Social Selling – Getting LinkedIn

**HOW TO REACH A SOCIAL BUYER**

**INCREASE SOCIAL PROXIMITY:**
- 44% of social buyers found potential vendors by looking at shared connections on LinkedIn. Grow social networks, engage with influencers, and contribute to conversations.

**INCREASE SOCIAL PRESENCE:**
- 49% of social buyers researched vendors by looking at their LinkedIn profiles. Ensure your profile is accurate, information-rich, and service oriented. Approach other members with a "warm" introduction.

**BUILD SOCIAL CAPITAL:**
- 63% of social buyers appreciate being contacted by vendors at the right time with relevant opportunities. Take note of insights on members' profiles and networks to understand their needs and interests.

*IDC Analyze the Future*

*Social Buying Meets Social Selling: How Trusted Networks Improve the Purchase Experience (April 2014)*
Social Selling – Getting LinkedIn

Do you know who your decision maker is?

The average B2B opportunity has 5.4 decision makers involved

Corporate Executive Board

The average number of LinkedIn connections that CEO's have:

930
Social Selling – Getting LinkedIn

NEEDS OF A SOCIAL BUYER

**TRUST**
65% of social buyers consider it critical to check the references of vendors with their colleagues, friends, and acquaintances. Senior decision makers benefit most from the increased trust and confidence found by tapping their professional networks.

**RECOMMENDATIONS**
73% of social buyers prefer to work with sales professionals who are referred by someone they know. Senior decision makers use LinkedIn to seek recommendations from trusted peers and verify the expertise of the professionals with whom they do business.
5.4 people are involved in the average B2B buying decision.

75% of B2B buyers use social media to inform themselves on vendors.

90% of B2B decision makers never respond to cold outreach.
Build strong relationships
Strengthen your network by connecting and establishing trust with decision makers.

90% of decision makers never answer a cold call.
LinkedIn is now responsible for a staggering 64 percent of all visits from social media channels to corporate websites. In contrast, Facebook accounts for 17 percent of such visits, while Twitter is just 14 percent.

uTest, the largest marketplace for software testing services in the world, claims that 50 percent of its paid inbound leads come from LinkedIn, making it the company's most cost-effective online marketing channel.

Only 4% of buyers have a favorable impression of reps who reach out cold. However when reps reach out through a mutual connection, favorable impression rates jump dramatically, to 87%.

Source: Adobe CMO.COM
LinkedIn Sales Process

1. Register for LinkedIn
2. Complete Your Profile
   - Professional Photo
   - Descriptive Title & Summary
   - Relative Work Experience
   - Charity & Awards
   - Education
   - Add Twitter
3. Join Groups
4. Follow Leaders
   - Customers
   - Partners
   - Prospects
   - Suppliers
   - Industry
5. Add Presentations
6. Start Linking
   - Customers
   - Past Contacts
   - Partners
   - Co-workers
   - Friends
   - Industry Influencers
7. LinkedIn Contacts
   - Referral Partners
   - Prospects
   - School
   - Groups
   - Industry
8. Send thank-you
9. Invite to Group
10. Update Tags
11. Recommendations
12. Daily Update
   - Post
   - Like Posts
   - Send New Requests
   - Monitor Groups
   - Monitor Views
   - Post Events
   - Post Announcements
   - Participate in Discussions
   - Add Updates
   - Give
   - Request
LinkedIn Sales Process

1. Register for LinkedIn
2. Complete Your Profile
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4. Descriptive Title & Summary
5. Relative Work Experience
6. Charity & Awards
7. Education
8. Add Twitter
Social Selling – LinkedIn Profile

- Use a Professional Photo – 7x chances of being found
- Headline should be catchy – indexed by search engines
- Updated contact information
  - Work & personal email
  - Twitter
  - Phone
- Make your summary words rich – indexed by search engines
- Add relevant current/past roles & projects
- Get endorsement & recommendations
Social Selling – LinkedIn Profiles

Which Erica would you buy from?

Adding a professional photo to your profile makes you 14 times more likely to be found on LinkedIn.
Social Selling – LinkedIn Profiles

1. Professionally taken headshot
2. Attention Getting Headline
3. Complete Experiences
4. Connections, Contact Info, Customized URL

http://www.linkedin-makeover.com
Social Selling – LinkedIn Profiles

#4. Connections, Contact Info, Customized URL

#5. Compelling, interesting summary, using a natural, conversational tone.

#6. Clear call to action so your reader can reach out and easily contact you

http://www.linkedin-makeover.com
#7. Experiences that describe your key accomplishments and how you impacted the organization

#8. Volunteer Experiences & Causes
Social Selling – LinkedIn Profiles

#9. Certifications
Motor Vehicle Physical Damage Appraiser
State of Pennsylvania
January 1999 – January 2006

#10. Education
Rosemont College
BA, Humanities
1992 – 1996
Graduated cum laude. Majored in Humanities, Literature. Would you like some fries with that? Thoroughly prepared me for the wants of this century.

http://www.linkedin-makeover.com
Social Selling – LinkedIn Profiles

#11. Organizations, Honors & Awards, Languages, Projects, Publications, Patents, Interests...
Social Selling – LinkedIn Profiles

Advice for Contacting Donna

I welcome all calls and emails. You can reach me at:

Phone: 215-436-9520
Email: hello@donnablog.com

I look forward to hearing from you.

#10. Contact Advice and the types of opportunities you are interested in receiving

http://www.linkedin-makeover.com
LinkedIn Sales Process

Join Groups → Follow Leaders → Add Presentations

- Customers
- Partners
- Prospects
- Suppliers
- Industry

FullContactSelling.com
Social Selling – LinkedIn Groups

<table>
<thead>
<tr>
<th>Your Groups</th>
<th>49 groups</th>
<th>Take a tour</th>
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<td>Microsoft Dynamics CRM Sales Professionals</td>
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<td>World Class Technology Sales Professionals</td>
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<td>Canadian Marketing Association</td>
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<td>CIPS (Canada's Association of I.T. Professionals)</td>
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<td>CRM - Minneapolis-St. Paul, Iowa and Dakotas</td>
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<td>CRM Magazine - Sales</td>
<td>Marketing</td>
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<td>High-Tech V IT Professionals GTA</td>
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LinkedIn Sales Process

- Start Linking
- LinkedIn Contacts
  - Customers
  - Past Contacts
  - Partners
  - Co-workers
  - Friends
  - Referral Partners
  - Prospects
  - School
  - Groups
  - Industry Influencers

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Social Selling – LinkedIn Searches

Advanced People Search

- Relationship
  - 1st Connections
  - 2nd Connections
  - Group Members
  - 3rd + Everyone Else

- Location

- Current Company

- Industry

- Past Company

- School

- Profile Language

- Nonprofit Interests

- Groups
  - Microsoft Dynamics CRM Group

- Years of Experience

- Function

- Seniority Level

- Interested In

- Company Size

- Fortune

- When Joined

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Social Selling – LinkedIn Profile

- Profile views: 590 (last 90 days)
- Viewers found you from people similar to you: 60
- Viewers who work at Canadian Professional Sales Association: 5
- Viewers with the title Founder/Partner: 45

Profile views trend chart:

- Feb 28: 140
- Mar 14: 120
- Mar 28: 100
- Apr 11: 80
- Apr 25: 60
- May 9: 40
- May 23: 20

Actions taken:

- Last week: 28 (down 56%)
- Previous week: 112 (down 22%)

What you did:
- Endorsed 80 people
- Added 29 connections
- Liked 3 updates

Get more profile views

Avatars and profiles:

1. Aaron Sorenson
   - First Name: 15
   - Title: Sales at Applied Engineering, Inc.
   - 1m ago, LinkedIn Mobile App
   - Message

2. Andrew Hargett
   - First Name: 15
   - Title: Sales Manager, Channel Team - Dell
   - 1m ago, LinkedIn.com
   - Message

3. Glenn Myers
   - First Name: 15
   - Title: Accelerating entry of technology firms into foreign markets on either side of the Atlantic or Pacific
   - 1m ago, LinkedIn Mobile App
   - Message

4. Onika Allen
   - First Name: 15
   - Title: Chapter Director at Dynamic Communities, Inc.
   - 1m ago, LinkedIn Search
   - Message

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LinkedIn Sales Process

- Recommendations
  - Give
  - Request
- Daily Update
  - Post
  - Like Posts
  - Send New Requests
  - Monitor Groups
  - Monitor Views
Social Selling – LinkedIn Profile

- Prove Your expertise by what you provide with Your profile
- Share information
- Alert contacts about events
- Promote services
- Provide information on new products
- Provide education
Social Selling – LinkedIn Posts
Social Selling – LinkedIn Pulse

Top minds, big ideas.

Follow trusted industry influencers to get essential professional insights and career advice.

Steve Knight
Director, Leadership Trans4mation; Adjunct Professor of...
Your Voice is Your Key to Success
In the last article on Passion when we communicate, we discussed Facial Expression. Here I would like to share with you...
Mar 3, 2014

Follow

23,866 followers

Most Followed →

Richard Branson
Founder at Virgin Group
4,849,578 followers

Deepak Chopra MD
(official) Founder, Chopra Foundation
2,352,049 followers

Jack Welch
Executive Chairman, Jack Welch...
2340,089 followers

Bill Gates
Co-chair, Bill & Melinda Gates...
1,964,848 followers

Arianna Huffington
President and Editor-in-Chief at...
1,788,112 followers

FullContactSelling.com
“When Selling becomes a process, you take care of most of your sales problems.”

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