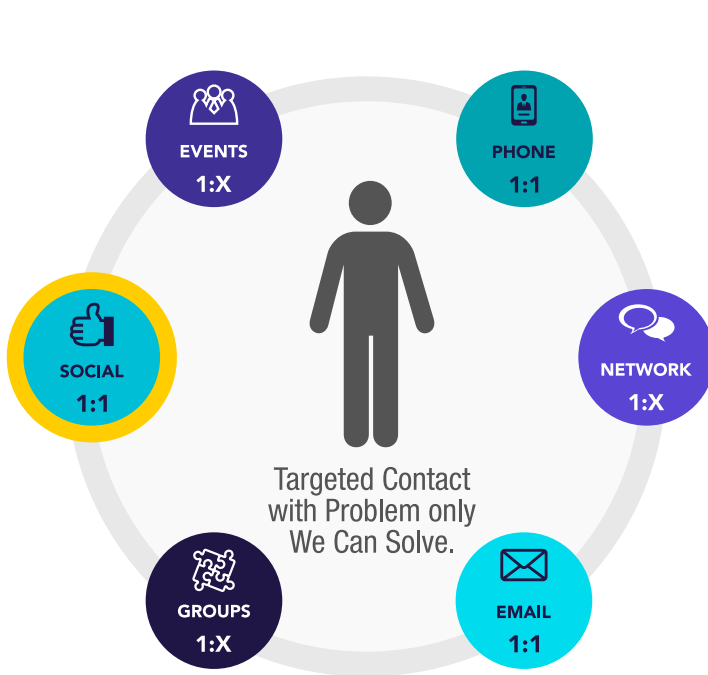


Vortex Sphere of Engagement™



Social selling goes beyond networking sites, although they make things easier. Alone they create noise, but when used in conjunction with other aspects of Vortex Prospecting, they become extremely powerful.

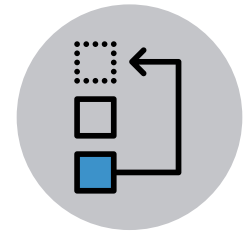
SALES GROWTH HACK: Just “liking” something on social media sites is the equivalent of a “golf clap” — makes noise but no one knows where it comes from. Comment, question, engage...do not just “like.”

Social Selling best practices:

- **BE ENGAGED DAILY.** Like, share, comment and question.
- Review target accounts daily. LinkedIn Navigator, Twitter, Forums. See what they are posting and when.
- Read what they post. **ENGAGE, DO NOT SELL.**
- Social is most effective at increasing familiarity, establishing credibility and developing a relationship.
- Understand your personal and company brand.

Exercise: Social interaction

Focusing on target prospects or strategic accounts, open your computer and find your contacts on a social networking site. Read what they have shared. Comment, engage or share something from your Sphere of Influence (e.g., marketing materials, company news, upcoming events, etc.).



Write the three interactions you believe will have the most impact. Make a note to update your CRM and add them to your CALL LIST.

1. Contact Name / Company: _____
Social interaction: _____
Next step: _____

2. Contact Name / Company: _____
Social interaction: _____
Next step: _____

3. Contact Name / Company: _____
Social interaction: _____
Next step: _____

List two ways you can re-use/re-purpose this information:

1. _____
2. _____