

SOCIAL SELLING FACTS

There is a lot of noise about using social media to help the sales process but what is the evidence to show that it works?

Did You Know?

LinkedIn now has 414 million professional users & reports that companies using social selling enjoy;

- **15%** more customer renewals
- **21%** more sales people hitting their targets

A study by IBM showed that **75%** of buyers now use social media as part of their buying process.

McKinsey say that **54%** of salespeople closed business as a direct result of social media.

CEB reported that **57%** of the buying journey is done **BEFORE** a sales person is involved.



Case Study:

"Cisco had a **12%** increase in Brand Advocacy which doubled revenue growth"

Case Study:

Paypal attributed great success to LinkedIn's Sales Navigator, after a \$10k investment returned **\$300k of new business** in the first year.

Bain & Co say only **12%** of sales & marketing teams feel well prepared for the digital disruption.



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