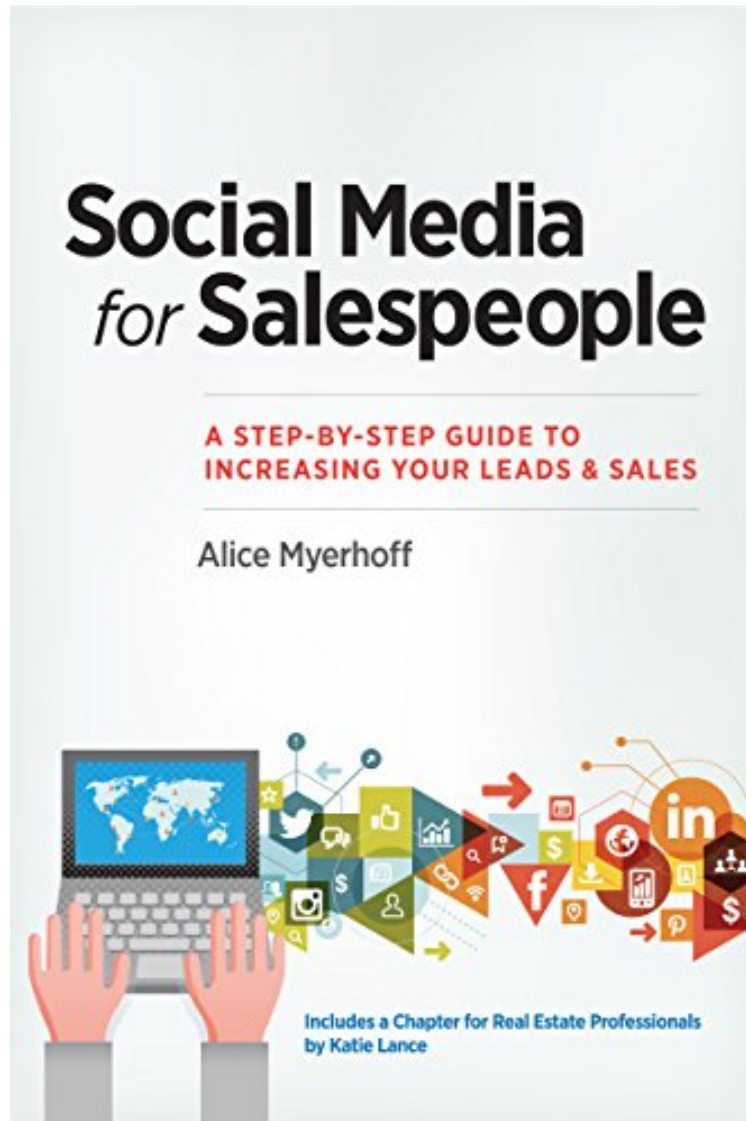


# Social Media for Salespeople: A Step-by-Step Guide to Increasing Your Leads Sales

Alice Myerhoff

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**Alice Myerhoff : Social Media for Salespeople: A Step-by-Step Guide to Increasing Your Leads Sales** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Social Media for Salespeople: A Step-by-Step Guide to Increasing Your Leads Sales:

7 of 7 people found the following review helpful. Super quick read, super strong takeawaysBy Tara-Nicholle NelsonThe biggest issue with social media, if you're a business or salesperson, is that it just takes so much time and seems hit and miss, at best, in terms of results. So, it's sort of crazy that so many 200 page books on social promise to

hold the solution! This book is super short, sweet and straight to the point. I read it AND started using a bunch of the tools and tips in less than an hour, and have already gained some new efficiencies in how I use social in my business life and professional relationships. It's great for salespeople, and especially for P2P salespeople like real estate agents, etc., but it's also great for anyone who wants to be more aggressive and fruitful in cultivating relationships with colleagues and connections in their field. 0 of 0 people found the following review helpful. Must read of any sales professional

By G. Robertson I recently saw this eBook was featured in Forbes, about "Little Business Books, Big Ideas" which perfectly captures what this book has to offer. In sales there is always a fine line between being aggressive/determined and being a pest. With social media that line gets even blurrier. "Social Media for Salespeople" is an excellent guide to walk you through the dos and don'ts of each major social media platform. Chapter 5, "How To Rock LinkedIn" should be required reading for any sales person with a mouse and internet connection. 0 of 0 people found the following review helpful. An Absolute Must for Any Sales Person

By J. Holt Even if you think you know it all (like me), you don't. There are great tips in Alice's book for the pro and it's an absolute must for the newbies. I know so many people selling social solutions who could use this book to boost their sales. Alice's writing is clear and instructions are simple. She won't do the prospecting and relationship building for you, but this book will certainly give you a headstart over 90% of the sales people out there - even in tech.

"This little book will be a smart salesperson's bible in years to come." - Todd Wilms, Head of Social Business Strategy for SAP  
"It's a must-read for anyone in sales in any industry." - Nancy Sells, Sales Training Consultant and past SVP of Sales for PR Newswire  
Chapter 5, "How To Maximize LinkedIn for Sales" should be required reading for any sales person with a mouse and internet connection.  
- Greg Robertson, Serial Entrepreneur and Sales Marketing Expert  
Whether you've been using Twitter, LinkedIn and Facebook for 5 minutes or 5 years, in this book you'll find dozens of a-ha moments, new tactics and proven tips for using these platforms to fuel your sales pipeline. Do you have the grumbles about social media being a time-sucking, unproductive endeavor? These numbers suggest there's more sales juice there than most salespeople suspect: 92% of B2B buyers start their search online 78% of salespeople who use social media in their businesses outsell their peers 40% of social salespeople have closed 2-5 deals using social media and 11% have closed more than 5 deals - yep, all using social media! Smart, social sales strategies hold the power to unlock massive caches of new customers, and to deepen your existing customer relationships. Here's what you'll take away from Social Media for Salespeople: How to create your own personal business brand using social media How to use Facebook to find new customers that you didn't know were already in your network How to connect with new prospects and clients without using email or the phone Which social media platforms are the most important for you to be active on Why Twitter matters to salespeople and how to use it How to power-tweak your reputation, efficiently, with smart, social tactics How real estate professionals can use social media The best part - Social Media for Salespeople shows you how to do all of the above in less than 30 minutes a day!