

Digital selling : how to use social media and the web to generate leads and sell more

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Abstrak

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ABSTRACT

With an increasing volume of customer time and attention being devoted to mobile and social channels, sales teams need to ensure that they are visible and available online. Until now this has been an area largely left to marketing, but as disciplines converge, sales people need to add digital skills to their existing skillset and how to translate core selling expertise into online business development. Digital Selling cuts through the abundance of information to help guide salespeople in acquiring the core digital skills needed to understand the new models of consumer behavior. It also explains how to build a brand that is relevant, visible, and has value for the consumer. Author Grant Leboff reveals why embracing the social web is vital, how sales roles change in a digital environment, how to build an online network, how to create structure and time for your lead generation, how to get noticed, and how sales and marketing can work together"--

"The sales and marketing functions are increasingly converging, with lead generation now frequently arising from digital promotional campaigns, and the opportunities for tried and tested consultative sales techniques diminishing in the face of scarce customer attention and availability, as well as a plethora of readily accessible comparative product information. To take part in this process, salespeople need to understand and interact with customers via multiple channels, participating in social media in collaboration with marketing to influence purchasing decisions and convert contacts to sales. Digital Selling makes sense of the new paradigms in which a salesperson now operates. It outlines the new strategies required to make the most of the plentiful opportunities that exist, and provides the practical advice salespeople need to use the social web effectively, generate leads and sell more"