

A man in a denim jacket is standing and presenting to a group of people seated at a table. The room is bright with large windows in the background. The man is smiling and pointing towards the right. The audience is seen from behind, looking towards the presenter. A small potted plant is on the table in the foreground.

# **SOCIAL SELLING ASSESSMENT WORKSHOP**

## A KICKSTART INTO SOCIAL SELLING

# SOCIAL SELLING ASSESSMENT WORKSHOP 2018

## DECISION-MAKING PROCESS IN CHANGE

The decision-making process in companies is changing. More and more people are involved and the decision-makers are no longer actors to whom one is traditionally well connected.

**6.8**

On average, 6.8 people are involved in the B2B decision-making process

**57%**

57% of the journey is completed before ever talking to a seller

**75%**

75% of B2B decision makers investigate sellers via networks

In addition, decision-makers are more often than ever gathering and exchanging information on the Internet prior to a buy. This means that decision-makers are often far in the buying process before any contact with a provider is made.

## MODERN SELLING WITH SOCIAL SELLING

Social selling helps you to face these challenges and discover decision-makers at an early stage, so you are able to address them with the right message at the right time.

The introduction of a Social Selling program, however, also involves other changes that go far beyond the sales process:

- **Employer branding & professional branding** of employees as a trusted advisor for specific topics and products
- Better interaction between **marketing and sales** regarding the provision and distribution of content
- Efficient use of the **entire network** of all employees

Our Social Selling Assessment Workshop forms the ultimate introduction into the world of modern selling. It will help you to approach the topic in a structured and vendor-independent manner.

## UNDERSTAND, PLAN, EVALUATE

With our Social Selling Assessment Workshop, we'll help you understand the different social selling techniques and how to implement and evaluate them.

### Understand

- What is social selling and why is it important for you?
- How can social selling help with dealing with new and existing customers?
- Which platforms and products are available?

### Plan

- Define measures for your success
- Timing of the Different Steps
- Who are Participants and Stakeholders

### Evaluate

- Develop your own social footprint
- How do your competitors present themselves on the market?
- Strengths and weaknesses in your own presence
- Joint potential analysis

## Social Selling Workshop

**Duration:** 3h

### Target group:

- Marketing and Sales Managers
- Sales Excellence
- Transformation Leads
- Readiness Team
- Management

**Number of participants:** > 12

**Location:** We either visit your office, or we choose an external location where we can work creatively.

In addition to the materials presented, you will receive a final document with the results and recommendations that have been discussed at the end of the workshop..

Are you Interested in learning more about this workshop?  
Then we look forward to hearing from you!

## ABOUT TRICYCLE EUROPE

Tricycle Europe is a leading provider of end-to-end marketing and sales support to companies all over the globe. Through our made-to-measure modern selling programs, we help marketing and sales-teams achieve optimal efficiency. We have established ourselves as digital coaching experts, assisting enterprises like Microsoft & Philips Lighting to transform their marketing and sales organisation. We train and coach B2B professionals to leverage Modern Selling tools like LinkedIn Sales Navigator, Sociabble, PointDrive and Elevate. We do this personally, measurably and with proven results.

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