



# Social Selling: Techniques to Influence Buyers and Changemakers

*Tim Hughes, Matt Reynolds*

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As the digital landscape has changed buyers' habits it's increasingly difficult to reach them early enough in their decision-making process using traditional sales methods. Developing relationships with decision-makers through social networks has become an increasingly critical skill - enabling sales professionals to engage early on and 'hack' the buying process. ***Social Selling*** provides a practical, step-by-step blueprint for harnessing these specific and proven techniques including:

- How to use networks purposefully to build social trust and create a high quality community
- How to develop real influence and authority in your subject area and connect with change-makers
- How to scale the social selling strategy across an organisation including maturity and investment models, risk and governance, and technology platforms.

Written by Tim Hughes, a thought-leader and renowned practitioner in social selling, and Matt Reynolds, one of the UK's leading technology sociologists, this is essential reading for sales professionals, digital sales directors, and SMEs who want to embrace the power of social selling in their organisation.

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