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Forget Patience, Let's Sell Something! Archives Available

August 21st 2014: The Return On Investment 'RO' of Social Selling

72.6% of salespeople using social selling strategies outperformed their sales peers and exceeded quota 23% more often. Top social sellers also tracked back their activities to closed deals – 5 or more! But there is more to being a successful seller in today's digitally wired, 24/7 connected world than clicking on a few buttons in LinkedIn or Twitter. Using social for brand building, networking, prospecting, sales call research and establishing influence and capability is only part of the equation. If you can't sell, you can't close deals. Tune in to today's show as my guest Barb Giamanco will

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Featured Guest



Barb Giamanco

Barb Giamanco heads up Social Centered Selling. She's the co-author of The New Handshake: Sales Meets Social Media – the first book published on social selling.

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