



Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by 

Coffee Break with Game-Changers, presented by SAP
Wednesday at 8 AM Pacific/11 AM Eastern
June 22nd 2016: Social Selling Adoption: How to Make It Happen - Part 2

The buzz: "Trust, but verify." (Ronald Reagan) Social Selling is real - now! How do we know? The numbers. Sales people not using social media missed quota 15% more often than peers who do (Hubspot). Directors with SSI > 70 were promoted 1.6X faster to VP than those with SSI <30 in the past two years (LinkedIn profile data). Sounds great, but you may still need to convince your entire sales organization to internalize and adopt a new selling and engagement strategy. How? The right training and follow-up programs. The experts speak. Barbara Giamanco, Social Centered Selling: "Strategy without

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Featured Guests



Barbara Giamanco

Barbara Giamanco is the CEO of Social Centered Selling and she is on a personal mission to Ignite Sales Transformation. Her book, *The New Handshake: Sales Meets Social Media* was the first book written about Social Selling and the need for sellers to adapt to a modern buyer who expects more. An outspoken advocate for women in sales, Barb is the host of the popular *Conversations with Women in Sales* podcast. Committed to excellence in selling, Barb is often recognized as a top global sales influencer and contributes her expertise and content to the *Sales Experts Channel*, *Top Sales World*, *AA-ISP*, *SAP Radio* and *Women Sales Pros* to name a few.

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Mario Martinez Jr

Mario Martinez Jr. is the CEO and Founder of Vengreso, a keynote speaker, sales expert, and a digital sales evangelist. In 2017, Mario was named one of the Top 25 Most Influential Inside Sales Professionals, the 6th most influential Social Selling Leader and the Number 1 Online Sales Guru in the world. Mario teaches marketers, sales leaders, reps, and business owners how to grow company revenues, develop an engaging personal brand, and attract today's modern buyer using social networks and the digital sales ecosystem! He spent the last 79 consecutive quarters in Sales and Leadership, growing and managing hundreds of millions of dollars a year in sales revenue in the Global, Enterprise, C

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Kirsten Boileau

Kirsten Boileau is the Global Head of Digital Selling at SAP. In this role, Kirsten is responsible for the dynamic collaborations and partnerships between sales and marketing that have made the SAP Digital Selling programs a global success. As a member of the Global Marketing team and 12-year veteran of SAP, Kirsten is an expert in digital sales and marketing, and leadership. Kirsten has deep expertise in personal branding, LinkedIn and LinkedIn Sales Navigator and is a founding member of the Sales Enablement Society.

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