



# Social Selling Made Easy

Your employees are on social. They use LinkedIn, Twitter, and other social networks to represent themselves, your company, and your brand.

That's a huge lead generation opportunity. Studies show that buyers complete 60% of their decision process before contacting a sales rep. They are also 5x more likely to trust online recommendations from people they know than from brands. Social leads generated by individuals are 7x more likely to close than those generated from corporate accounts.

Employees need help. They're unsure of the policies, etiquette, and even the practical mechanics of engaging customers on social networks. If you want them to be effective, you need to guide them.

PeopleLinX makes social selling easy. Founded in 2009 by early LinkedIn employees, we help firms and corporations drive new business using social networks. We'll help your teams—both sales reps and the broader employee base—do everything required for social selling success:

- Enhance their personal brands by optimizing their social profiles.
- Leverage networks to get warm introductions to sales targets.
- Share relevant and engaging content that attracts leads.
- Listen to social networks for business opportunities.

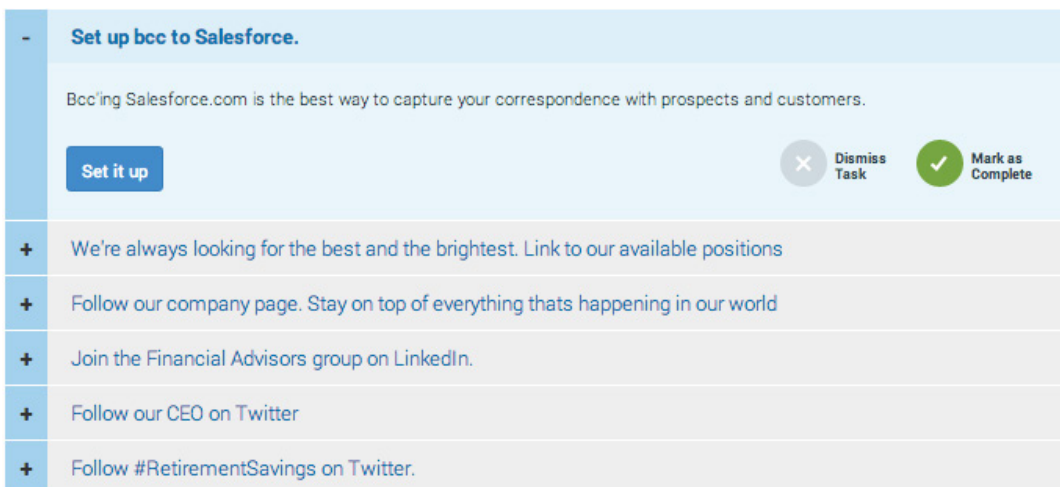
PeopleLinX is the most complete solution on the market. Our cloud-hosted technology scales to meet the needs of the largest corporations. CRM integration allows managers to measure employee performance and pipeline impact. One-on-one training sessions add a human touch.

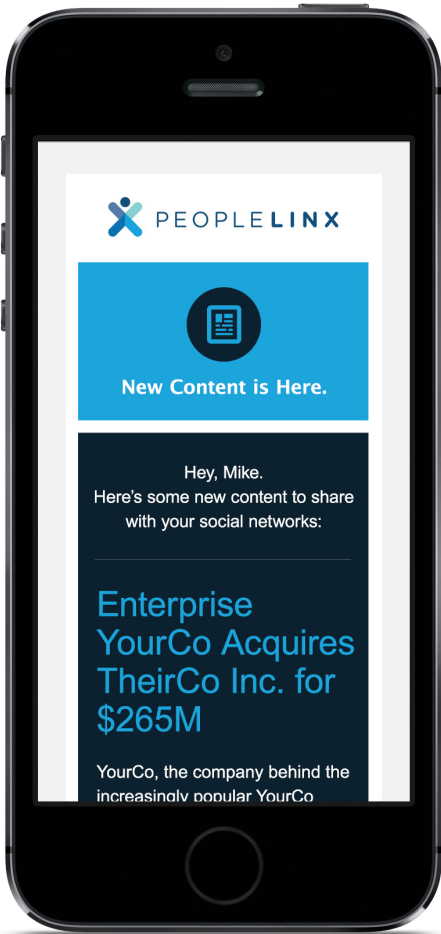
## How it works — for Employees

PeopleLinX makes it easy and fun for Sales Reps and other employees to engage on social networks.

Our library of user-friendly videos train employees on the strategic value of social selling. The system also provides each employee a step-by-step wizard that guides them to create compelling profiles which meet your branding guidelines.

Automated notifications alert employees when there's new content available for sharing.





lead gen objectives. PeopleLinx lets administrators (typically from Product Marketing, Sales Training, or Sales Ops) tailor the guidance the system provides to your employees. For instance, you can designate:

- Keywords, phrases, and titles that should appear in employees' social profiles.
- Job titles, companies, and industries where employees should form connections.
- Links that employees can post on their profiles to boost search engine optimization (SEO).
- Learning videos employees should watch in order to be well trained.
- Policy and compliance language employees need to accept before joining social networks.
- Online groups where your customers, partners, and prospects gather to discuss relevant topics.
- Company-approved content that employees should share with their connections.

Detailed tracking conveys how effectively your team is networking online and creates a fun, competitive experience.

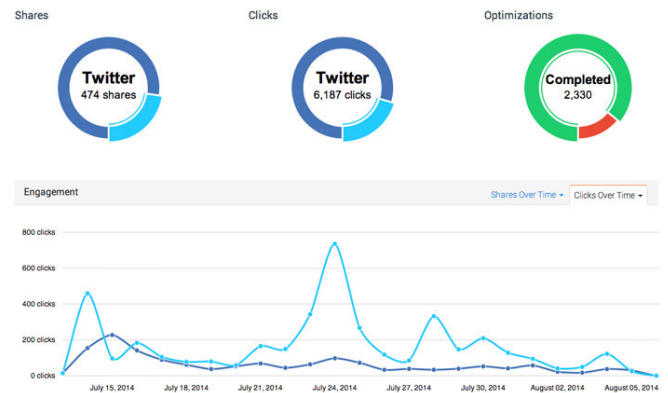
Employees can post content to multiple networks with just a couple smartphone taps or laptop clicks. Best of all, employees share with confidence because the content is pre-approved.

Salesforce.com integration delivers seamless access in the context of a reps daily workflow. Gamification creates a competitive dynamic that spurs adoption. Employees measure their impact using our robust analytics as they complete tasks, share content, and generate interactions with potential prospects.

PeopleLinx always respects employee privacy, and never directly accesses employee data.

### How it works – for Administrators

Social selling isn't one-size-fits-all. Each company has its own unique messaging, networking, and



Are you ready to make social selling a reality?

To learn more or schedule a demo, please call **267.773.7320** or visit **www.PeopleLinx.com**.

