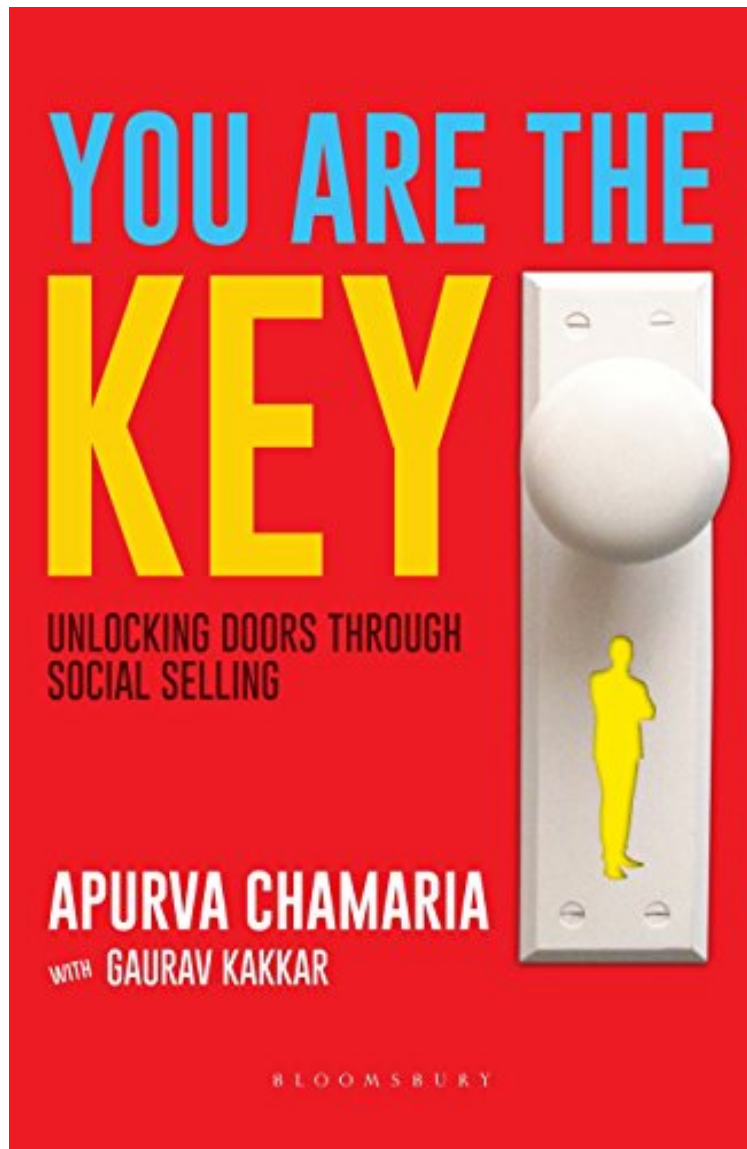


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You Are The Key: Unlocking Doors Through Social Selling

Apurva Chamaria, Gaurav Kakkar
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Apurva Chamaria, Gaurav Kakkar : You Are The Key: Unlocking Doors Through Social Selling before purchasing it in order to gauge whether or not it would be worth my time, and all praised You Are The Key: Unlocking Doors Through Social Selling:

2 of 2 people found the following review helpful. Lots of content, needs some better flow but the idea is well presented. By Chris Miller (@IdoNotes) I read this book cover to cover as someone that is very familiar with the content and their goals. If I stepped back and looked at it from a new comer to the ideas of using social networks as a social selling tool, they cover the basics very thoroughly and then get a bit lighter in the actual selling. The book only has one

flaw that got in my way and that was the breaking up of the networks across the chapters causing them to repeat themselves. I think they could have covered all of the initial aspects, then set up each network thoroughly, then closed up with social selling as a whole. Jumping back and forth of a topic and then into each network made you have to go back and forth between them to validate what they referred to (or set it up if new). The book does include many screenshots of steps making that helpful to follow along. I only found a few things that had already changed since they wrote this. But, that is the nature of social networks in how fast they change the UI and possibly where you click menus. There are eight chapters in all with some resources at the end. I personally go against (and present in depth on it) some of what they instructed you to do in chapter 3 on setting up your social personas. I feel they have you giving too much information in some of the examples. Overall, this book can walk any C-level person through creating social network accounts and using each as a tool to reach more prospects. I would try to look for each social network in each chapter and go through the book that way. Finish a network setup and understand how to use it before going on the next one. Thanks to them for sending this over free for review. I had a great grasp of the total concept which made it a bit easier for me to dissect it.

1 of 1 people found the following review helpful. A book to guide your next social selling experiment. By Henk-Jan van der Klis Apurva Chamaria notes a paradigm shift from 20th Century selling methods and frameworks to Social Selling. Word-of-mouth and social influence always was important in pre-sales, sales, and after-sales, but nowadays crucial in an online, interconnected world. In *You are the Key: Unlocking Doors Through Social Selling*, the author guides you along the process of social selling in a very practical hands-on mode. Basics like what the major social networks like LinkedIn, Twitter, Facebook, Google+, and Instagram are, and what their core functionality and audience is. How to set up an account, how to profile yourself, as foundation for content sharing. The author explains the difference between content curation, creation and publication, and has a clear role for social (media) selling next to social (media) marketing. The author is eager to point out the need to start blogging, either through your own blog, an online service like Google's Blogger, or LinkedIn Pulse. Do's and don'ts, use of multimedia, and tips for the tone of voice, length of articles and hyperlinks are given. The next part of the book is concentrating on the search for your target audience through identification of prospects, distilled from leads. Both active (through interaction) and passive listening (setting up alerts, monitoring accounts and activity streams) are dealt with. And, of course ways to effectively approach and engage prospects are shown. On top of that a rather short chapter on enterprise level social selling is provided. Core, however is what you as an individual subject matter expert or provider of goods and service can sell through social networks. Although the many examples and screenshots from 2015's versions of networks will become obsolete in time, the principles covered will be valid longer. A book to guide your next social selling experiment.

2 of 2 people found the following review helpful. Helpful info if you commit to reading most of it. By Christopher Smith There is a lot of helpful information in here for online marketers. This book takes a 1,000 foot view on social selling, even taking some time (not a lot) to chronicle its history. The author does hone in on some practical tips too though. Keep in mind, there is a difference between social selling (what this book is mainly about) and social media selling (which is only a part of social selling). This book seems more designed to be read through than it does to pick up and look for a solution to a problem. Overall, there are some good case studies here and a lot to mine from. There are typos scattered throughout which I'm not too bothered with because it doesn't hinder the author from clearly communicating their thoughts on the topic of social selling. I received this product in exchange for an honest review

Whether it is a sales person struggling to meet his quota, a young MBA looking for a job, an entrepreneur looking for funding, marketers trying to enable sales to generate leads on their own - everybody can benefit from understanding and learning the principles detailed in this book. With internet penetration and social media and mobile usage going through the roof, this book is a must read guide which will help you open doors and create opportunities which you never knew existed. "You are the Key: Unlocking Door Through Social Selling" book has been written by practitioners who have implemented social selling for a \$6 billion, G2000 Company spread across 31 countries. There were multiple learnings during the implementation which have been incorporated in the book. All concepts mentioned in the book have been applied, tested and modified based on the experience and outcome. Other unique features of this social selling book includes Enterprise social selling framework: This book provides a practical approach to launch the social selling program for an enterprise. Social selling enterprise framework defines the roles responsibilities of the various stakeholders, governance framework, which if followed properly can assure successful adoption of the social selling program. Structured approach: The success of social-centered selling depends on the adoption of training for which an organization needs to follow a structured approach. This book contains a structured approach which starts with the basics and goes on to a step by step of social selling process which makes it easier to apply in practice. This book has been written keeping in mind beginners as well as an experienced audience.

Today you are what you share. Great brands always lead the way in using social media to reach out to customers and employees. This is a great book to understand how can you use social media to build brands whether personal or for your company. Greg Creed CEO, Yum Brand Inc. 'Over 60% of the decision to engage a company by a buyer

happens through information available digitally, in a B2B situation. Most sales people I know are digitally challenged. This book can help you instantly change that. An essential leadership trait for 21st Century is to have mastered communication through the social media. Learn practical insights from Apurva, a person who has made the transition to mastering this media, helped his company build an impressive digital brand personal. 'nbsp;R SrikrishnaCEO, Hexawarenbsp;