

#SOCIALSELLING

LA NUEVA FORMA DE
GENERAR VENTAS **VENTAS**

PONENTE

DAVID M CALDUCH

Consultor en Soluciona Facil

@SOLUCIONAFACIL

@DAVIDMCALDUCH

DMARTINEZ@SOLUCIONAFACIL.ES



BLOQUES



**DE DONDE
VENIMOS**

Como se han hecho los
negocios hasta ahora



**EL NUEVO
CLIENTE**

Como es realmente el
nuevo cliente



**EL NUEVO
PROCESO
DE VENTAS**

Cual es la forma correcta
de hacer negocios ahora

BLOQUES



**DE DONDE
VENIMOS**

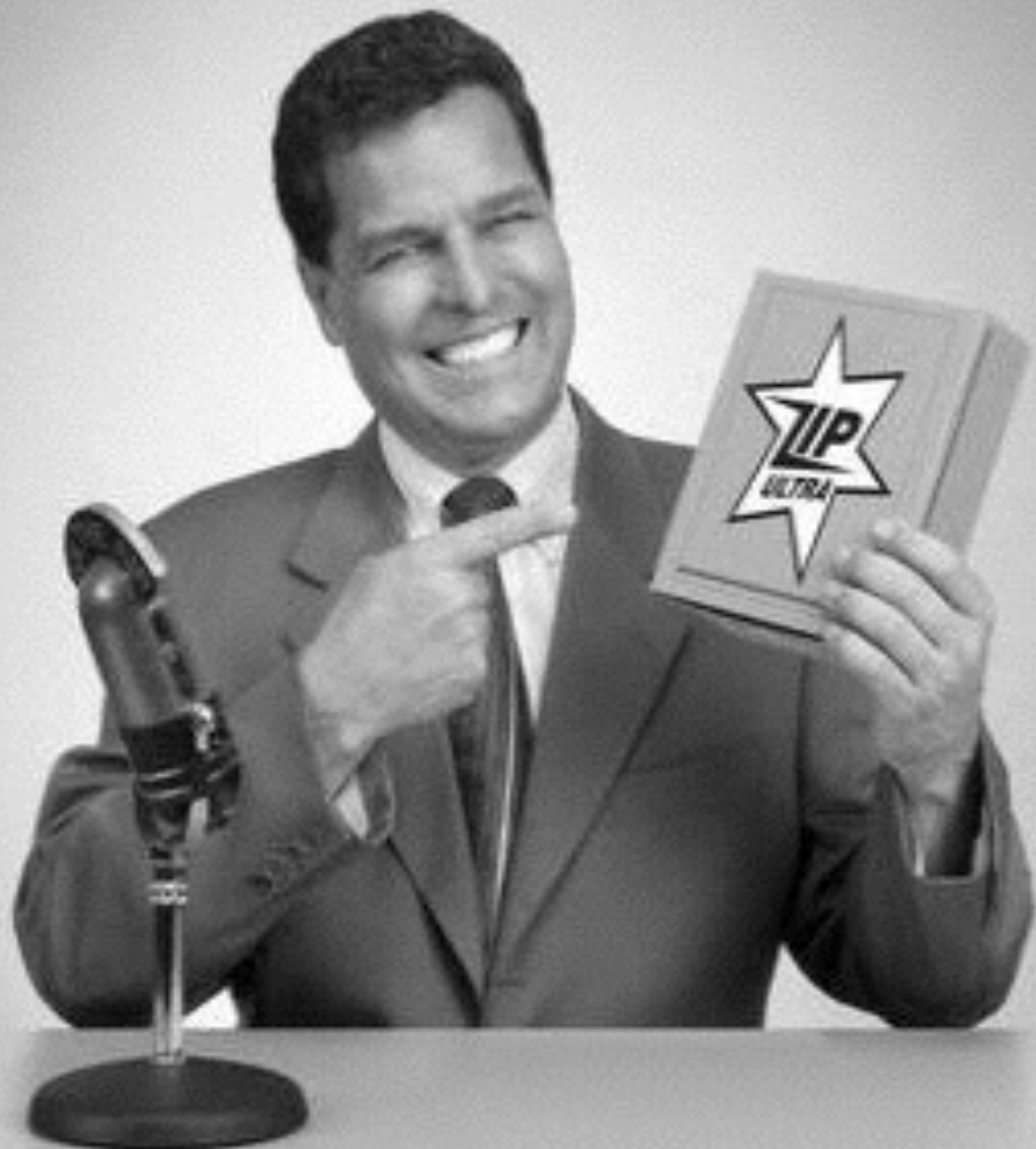
Como se han hecho los
negocios hasta ahora

EL VENDEDOR













ESOS MARAVILLOSOS 90



EL REY ES...

#SOCIALSELLING

EL CLIENTE HA
EL ENTORNO HA
LOS CANALES HAN

CAMBIADO

¿Y TU NEGOCIO?

SOCIAL BUSINESS

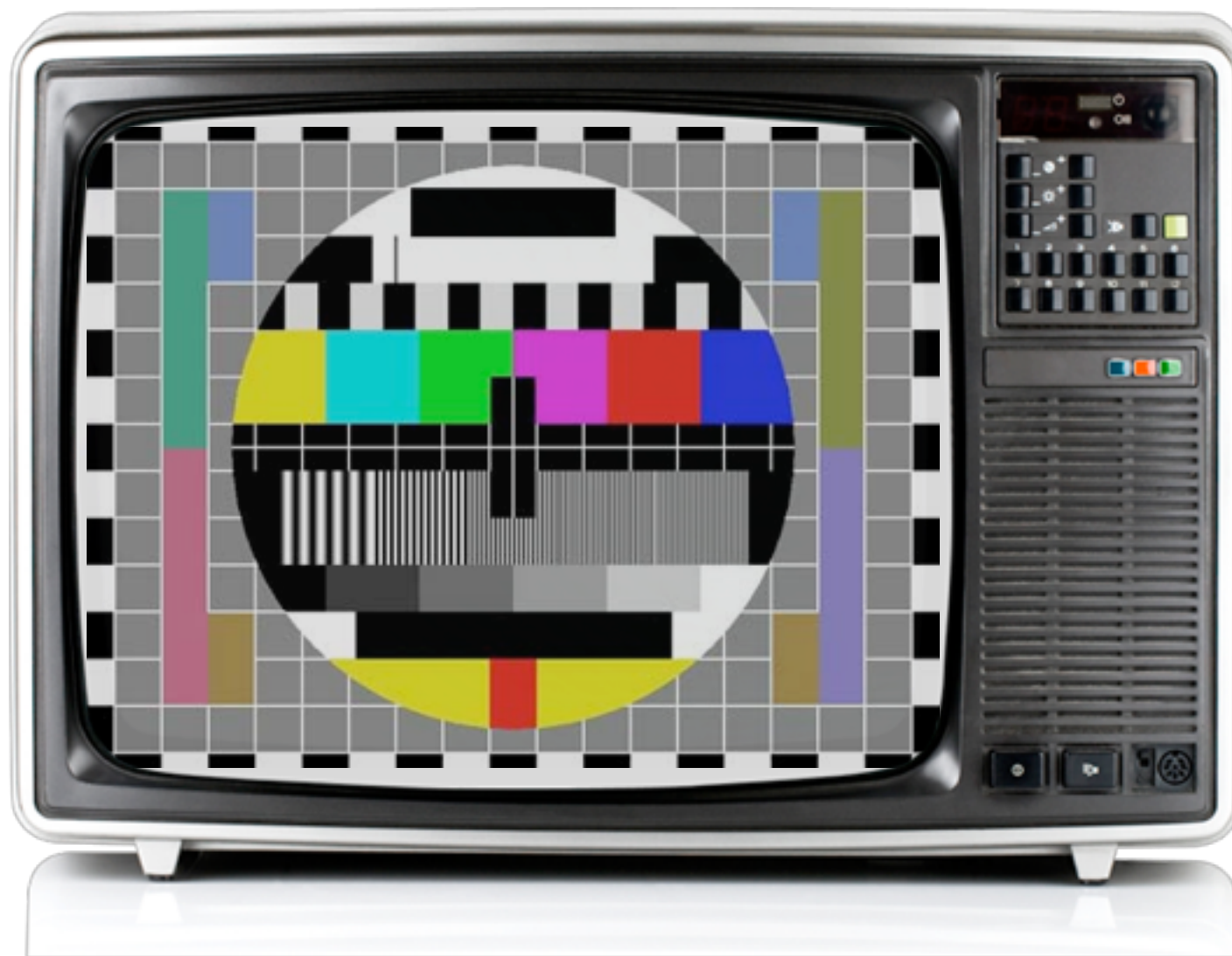
#SOCIALSELLING





DE LOS 90 A INTERNET

EVOLUCIÓN DEL CLIENTE



Consumidor



Prosumidor



siguiente evolución



PROSUMIDOR


```

Connection: NetConnection;
UtilsFile:
InputStream: InputStream;
this all meta data
objInfo: Object;
tv file
strSource: String;
videoFileName: String;
og_pic: MovieClip;

```

Left
brain

I am the left brain.
I am a scientist. A mathematician.
I love the familiar. I categorize. I am accurate. Linear.
Analytical. Strategic. I am practical.
Always in control. A master of words and language.
Realistic. I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

CEREBRO

NATIVOS DIGITALES

CEREBROS PLÁSTICOS

Right brain

I am the right brain.
I am creativity. A free spirit. I am passion.
Yearning. Sensuality. I am the sound of roaring laughter.
I am taste. The feeling of sand beneath bare feet.
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I sense. I feel.
I am everything I wanted to be.

BLOQUES



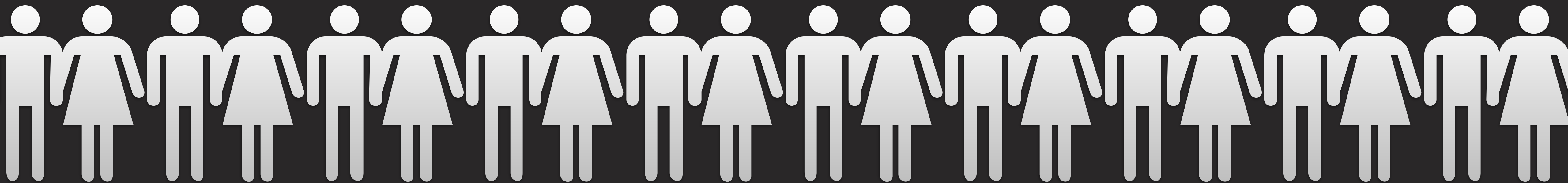
**EL NUEVO
CLIENTE**

Como es realmente el
nuevo cliente

**HOY, LOS CLIENTES YA TIENEN HECHA UN 60%
DE LA DECISION DE COMPRA ANTES DE
CONTACTAR CON EL DEPT DE VENTAS**

CADA DÍA

**15 MILLONES DE PERSONAS INFLUYEN EN
OTRAS PERSONAS EN SU DECISIÓN DE COMPRA**





**LOS ANALFABETOS DEL SIGLO XXI NO SERÁN
AQUELLOS QUE NO SABEN LEER Y ESCRIBIR,
SERÁN AQUELLOS QUE NO PUEDEN APRENDER,
DESAPRENDER Y REAPRENDER**

ALVIN TOFFLER

BLOQUES



**EL NUEVO
PROCESO
DE VENTAS**

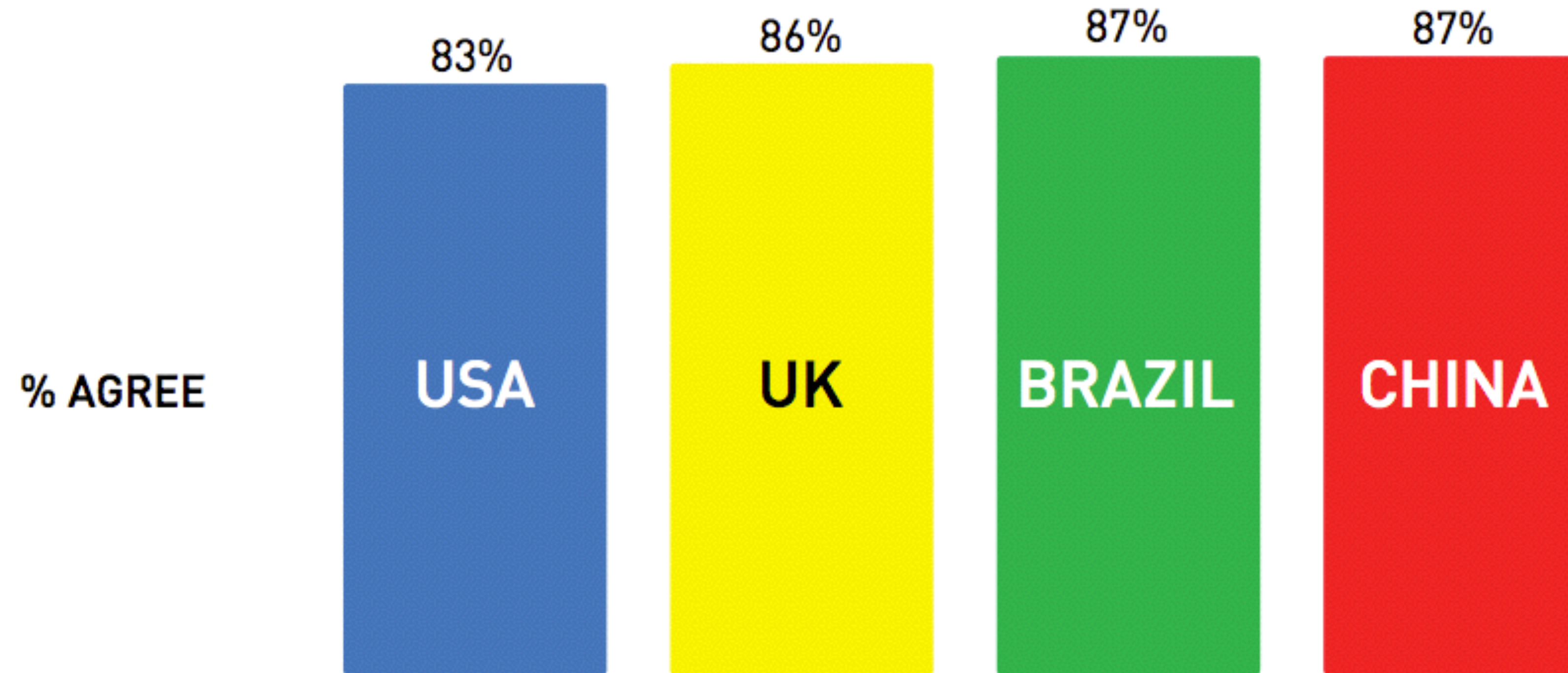
Cual es la forma correcta
de hacer negocios ahora



“We don’t have a choice on whether we DO social media, the question is how well we Do it.”

- Erik Qualman

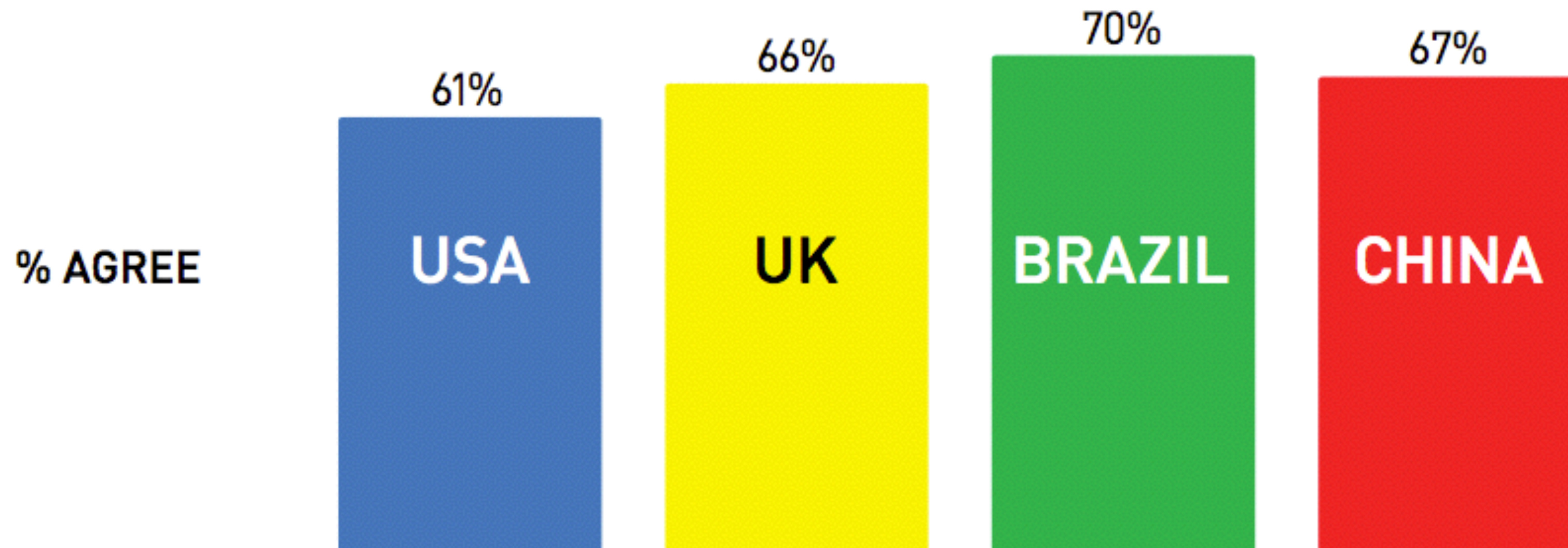
THE CUSTOMER IS KING



BUYERS ARE MORE INFORMED ABOUT PRODUCTS AND SERVICES

Source: OgilvyOne "Future of Selling" study, Oct 2010

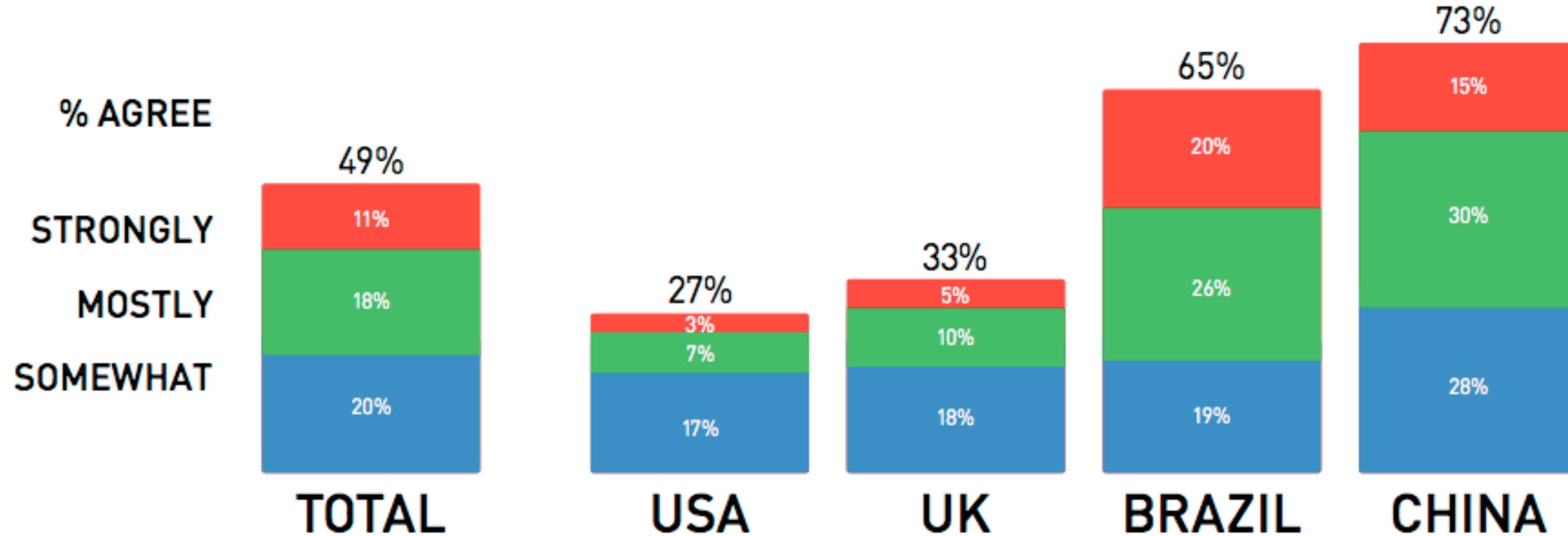
MORE INFORMED, NOT BETTER INFORMED



**CUSTOMERS ARE OBTAINING MORE INFORMATION ABOUT OUR
PRODUCTS AND SERVICES, BUT NOT THE RIGHT KIND**

Source: OgilvyOne "Future of Selling" study, Oct 2010

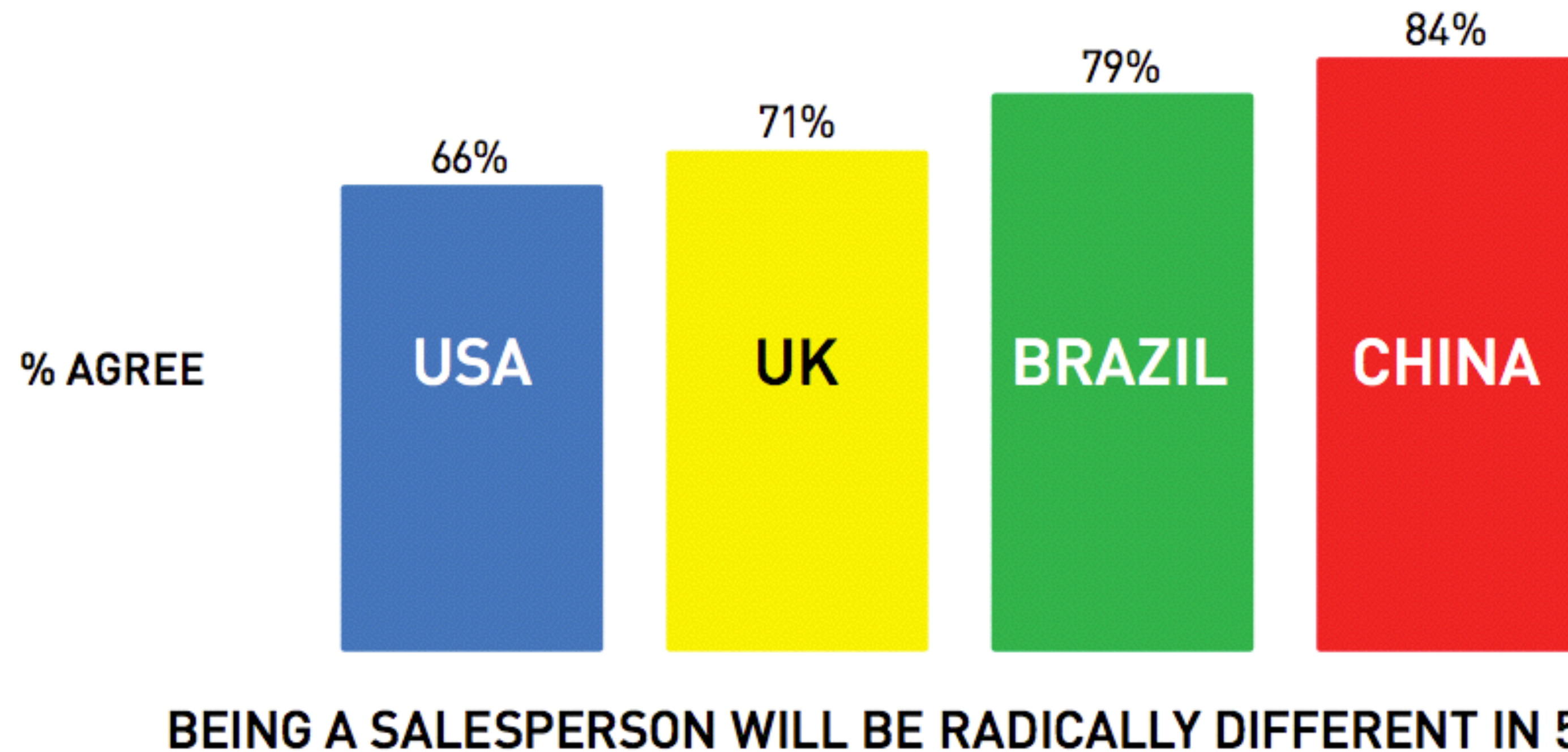
SOCIAL MEDIA HELPS SELL



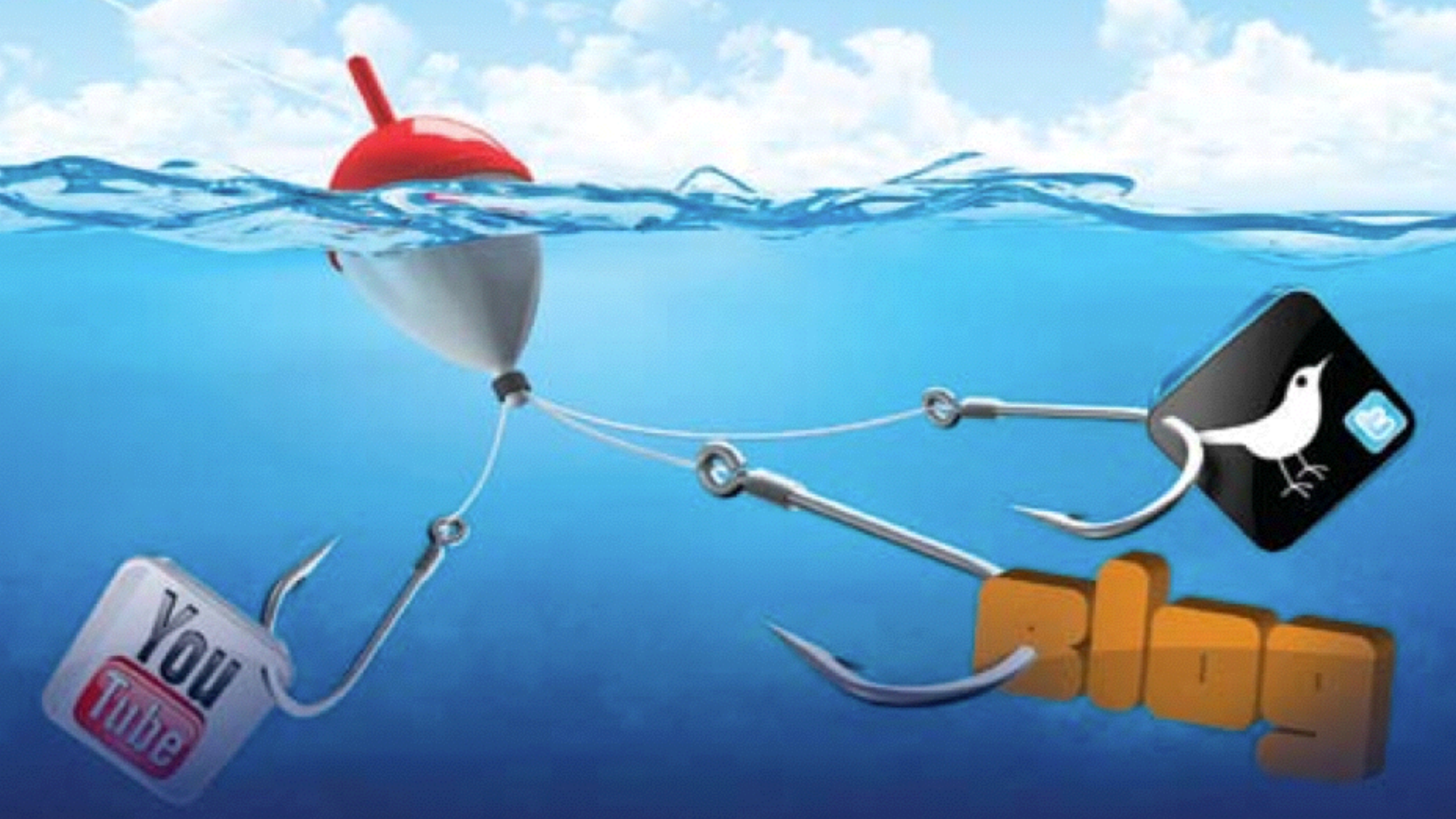
IMPORTANCE OF SOCIAL MEDIA LIKE TWITTER, FACEBOOK
AND YOUTUBE IN SUCCESS AS A SALESPERSON

Source: OgilvyOne "Future of Selling" study, Oct 2010

A WORLD RADICALLY TRANSFORMED

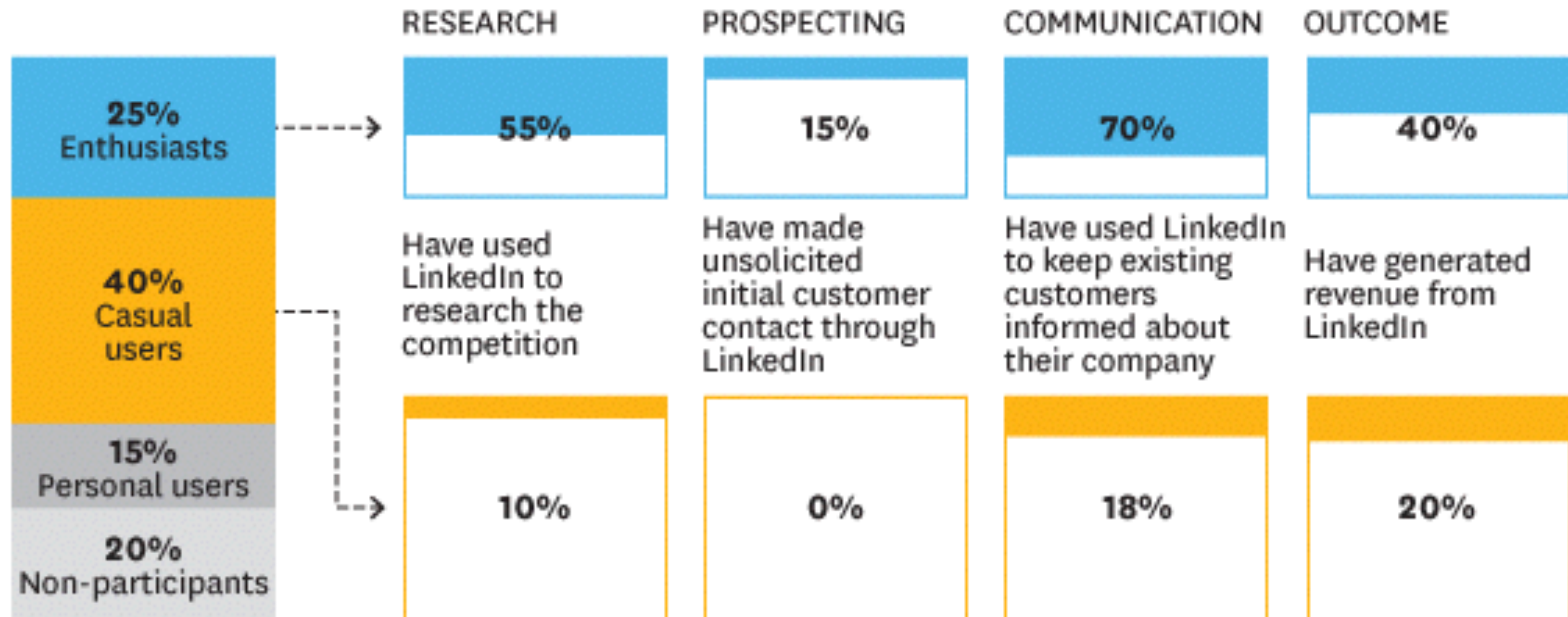


Source: OgilvyOne "Future of Selling" study, Oct 2010



HOW SALESPEOPLE USE LINKEDIN

For enthusiasts and casual users selling tech-based products, the site primarily serves as a research and communication tool. Few people use it to make initial customer contact.



SOURCE STEVE W. MARTIN

HBR.ORG

#TOP30SOCSALES



<https://twitter.com/davidmcalduch/lists/top30socsalesinfluencers>



GESTIONANDO A LOS CLIENTES

CRM

"CUSTOMER RELATIONSHIP MANAGEMENT"

ADMINISTRACIÓN EN LA RELACIÓN DE CLIENTES

MÓDULO DE VENTAS

MÓDULO DE MARKETING

CRM



and look
for the
customer
his new

CICLO DE VENTA

1. COMUNIDAD (SEGUIDOR)

2. OPORTUNIDAD (LEAD)

3. CLIENTE (VENTA)



TURN COMMUNITIES INTO CUSTOMERS

JOHN FERRA
@JON_FERRAR

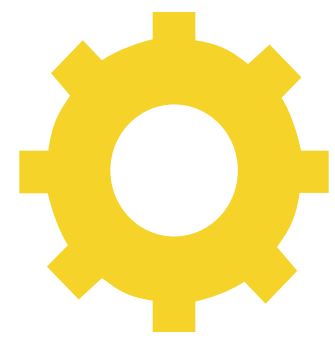




**"CONNECTING USED TO BE, 'HERE'S SOME
PRODUCT, AND HERE'S SOME ADVERTISING.
WE HOPE YOU LIKE IT,' " HE SAYS.
"CONNECTING TODAY IS A DIALOGUE."**

MARK PARKER

PASOS PARA EL #SOCIALSELLING



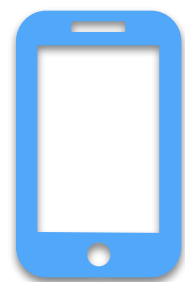
PLANIFICAR



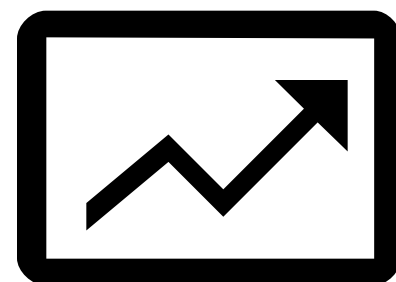
CONTENIDO



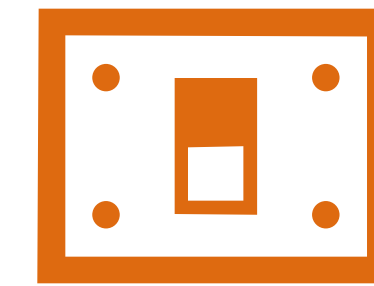
INTERACTUAR



INMEDIATEZ



ANALIZAR



REDEFINIR



#SOCIALSELLING

85%

- Sales Representatives believe contact data in LinkedIn is better than the data inside of their CRM

Linked 

42%

- Marketers want to add social data to their customer data profile

 eMarketer

78%

- Marketers plan to use Social Media Data to drive marketing campaigns in 2013

FORRESTER®

#SOCIALSELLING



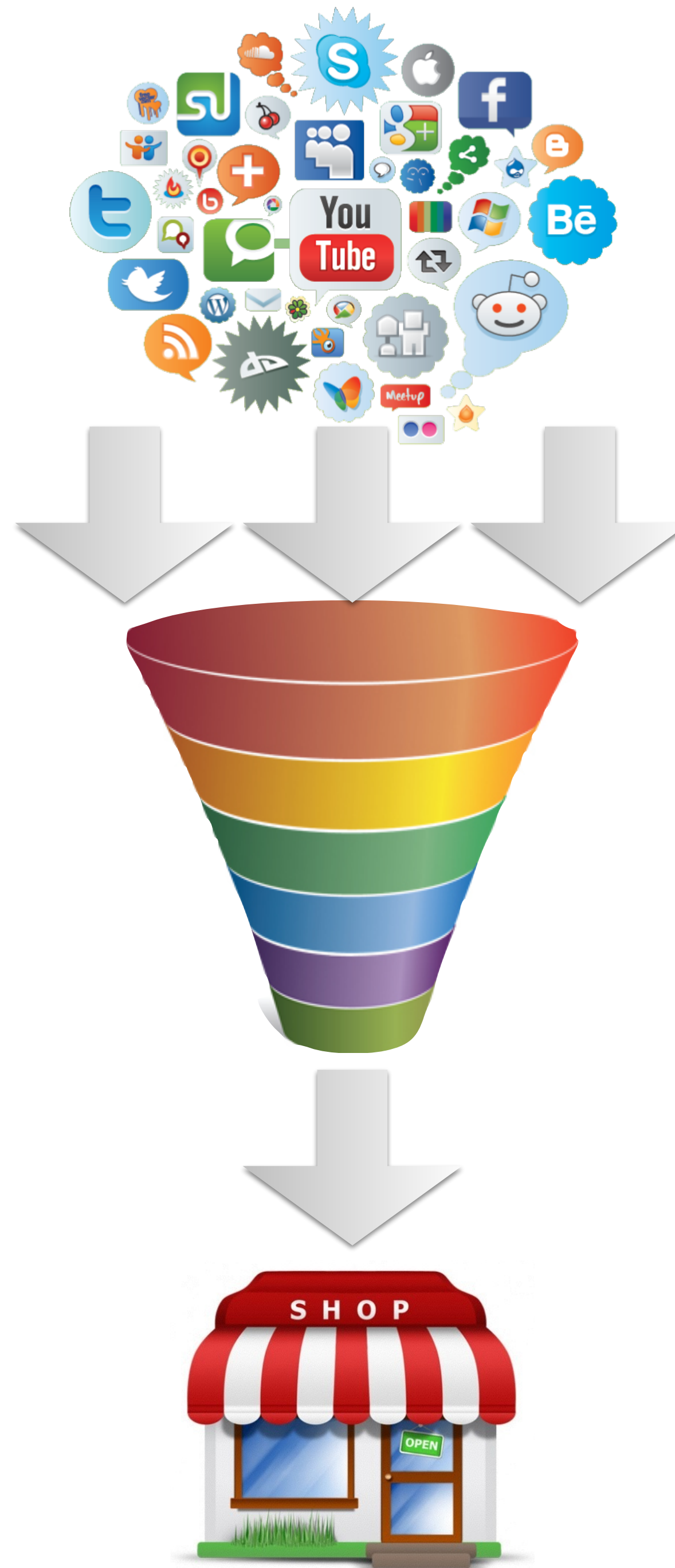
SOCIAL MEDIA



**RED SOCIAL CORPORATIVA
SOCIAL BUSINESS**

prospección
oportunidades de venta (lead)
evaluación de las necesidades
presentación
manejo de objeciones
propuesta
negociación / cierre
servicio post-venta

CONVERSACIÓN MULTICANAL Y EL TÚNEL DE VENTA



COMUNIDAD

LEADS

CLIENTE

LAS 5 CLAVES DE LOS SOCIAL BUSINESS

EDUCAR CON CONTENIDO

ENCANTA SIENDO RELEVANTE

ENGAGE CON AUTENTICIDAD

ABRAZA CON INTENCIÓN

POTENCIA A TUS CLIENTES



ENGAGEMENT



SELFIE

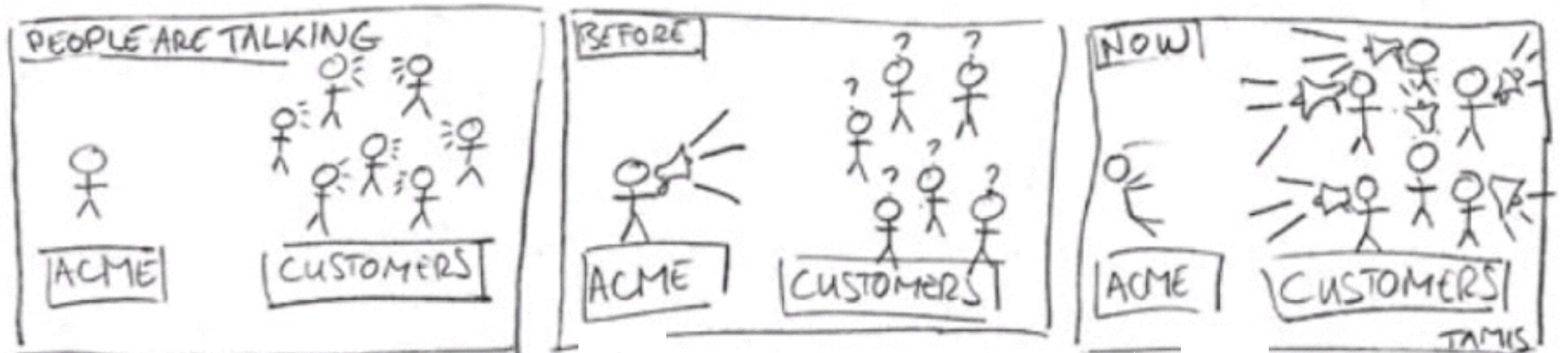
ENGAGEMENT



ENGAGEMENT



ENGAGEMENT



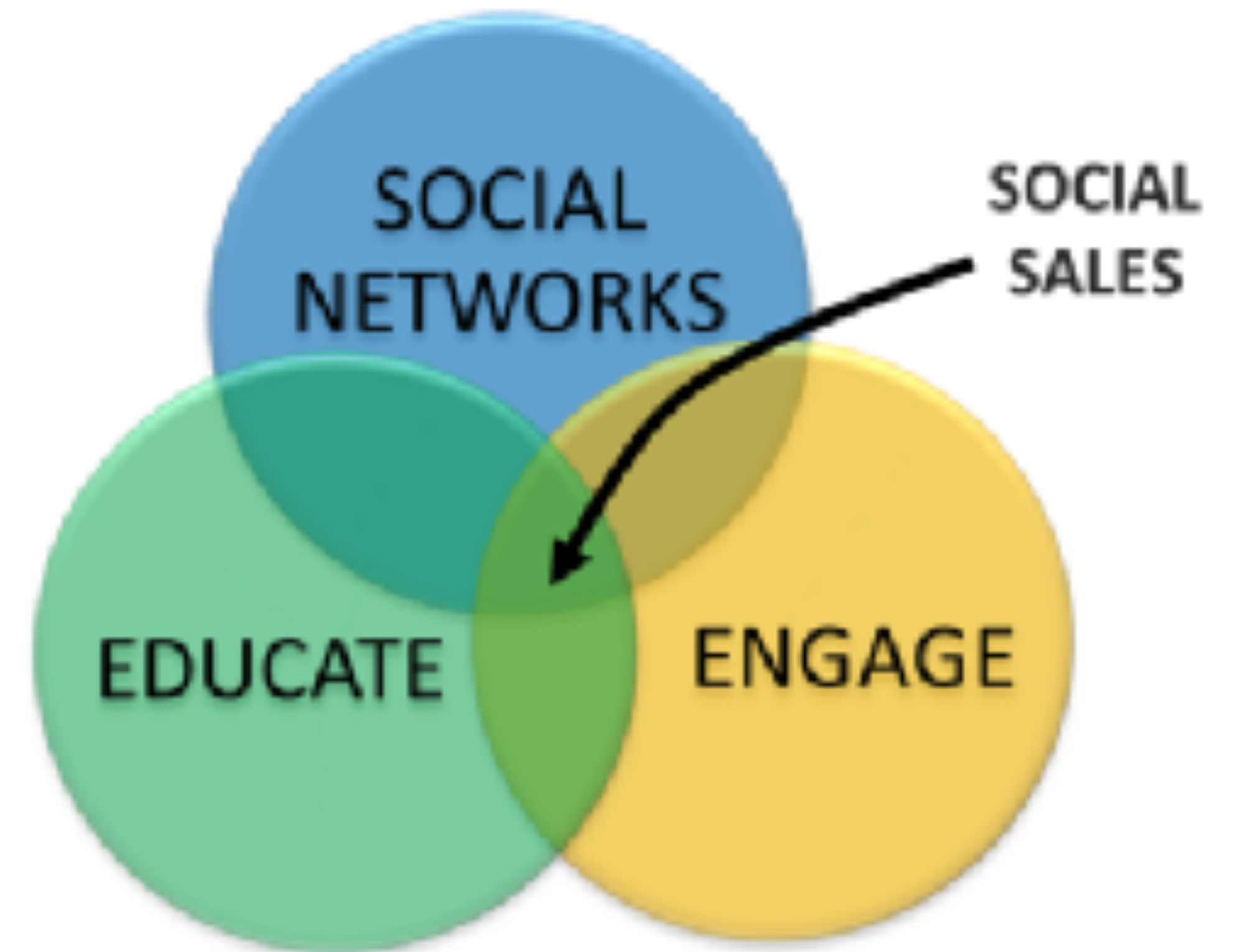
Comunicación
Unidireccional

Hablan entre
ellos

OLD SALES MODEL



NEW SALES MODEL



PUT



PUSH



PASOS PARA EL #SOCIALSELLING



INTERACTUAR



No
Bijō
et o
bijō
lingu
Plati



MONITORIZAR

MONITORIZAR



@SOCIALWINAPP



@UBERVU

MONITORIZAR



TRIAL 30 DÍAS VERSION PRO

MONITORIZAR



PEDIR UNA TRIAL

MONITORIZAR



PEDIR UNA DEMO

iii AUTOMATIZAR PROCESOS !!!

INTERACTUAR



CUSTOMER SERVICE

THE Evolution OF Customer Service

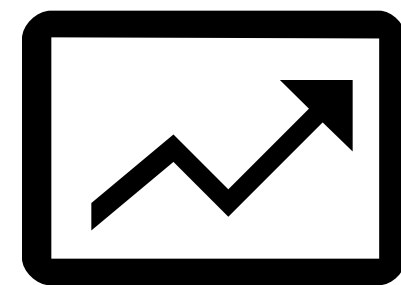




zendesk®



PASOS PARA EL #SOCIALSELLING



ANALIZAR

MONITORIZAR Y ANALIZAR



webtrends™

Google



MONITORIZAR

Eficacia en los mensajes - ¿Qué tipo de mensaje es el que está generando un mayor número de conversiones?

ROI de los empleados - ¿Qué empleados están generando el tráfico deseado?

Efectividad de las Redes Sociales - ¿Qué cuenta de Twitter es la que está generando el tráfico más valioso?

El Valor de las Redes Sociales - ¿Cuál es la plataforma que genera más resultados (G+, Twitter, Facebook, LinkedIn)?

Momento Óptimo del día - Which time of day is most effective to drive traffic?



QUE ES UN SOCIAL CRM

Open Activities Activity History Open Notes					
Contact Detail		Edit	Delete	Close	Request Update
Contact Owner	Olivier Chaine Change			Phone	
Name	Bernard Louvat			Mobile	
Account Name	TouchCommerce			Email	
Title				Reports To	
Department					
Description					
Address Information					
Mailing Address			Other Address		
Additional Information					
Fax				Lead Source	
Home Phone				Last Stay-in-Touch Request Date	
Other Phone				Last Stay-in-Touch Save Date	
Asst. Phone				Birthdate	
Assistant					
Extra Qualification Questions					
Most Recent Search Query				Created By	
Email Opt Out				Last Modified By	
Newsletter Optin					
Custom Links	Add To Eloqua Google Search		Contact Activity Overview Google Maps Yahoo! Weather		
		Edit	Delete	Close	Request Update
Activities					
		New Task	New Event		
records to display					
Activity History					
		Log A Call	Add Image	Send An Email	Request Update
Action	Subject	Related To	Task	Due Date	
Del	Email follow-up from our call	TouchCommerce	✓	9/23/2009	
Del	Email RE: confirmed volume for fserv client	TouchCommerce	✓	8/26/2009	
Del	Email RE: intro for meeting tomorrow	TouchCommerce	✓	8/24/2009	
Del	Email intro for meeting tomorrow	TouchCommerce	✓	8/24/2009	
Del				2009	
Del				2009	
Del				2009	
Del				2009	
Del				2009	
Del				2009	

Before:



Skylar Hartman
Creative Director, [Nimble](#)






I'm an entrepreneur. I like growing companies from ceptual deas to product realities. Along with that, I love design! user experiences.

[Show tags](#)








Pending


Website Enhancement

Amount: \$15,000.00 Expected close date: Dec 23, 2011 Owner: [Gilles Marchand](#)

Created on Jan 15th



[@Skyhartman](#) That's so awesome I can't wait to check it out I really hope everything works out in every areal

[Stacy Sumoto](#) to [Skylar Hartman](#) on Jan 15th



Hey Skylar!

I really hope you're enjoying Thanksgiving week! I have a quick questions fo... [Show more](#)

[Stacy Sumoto](#) to [Skylar Hartman](#) on Jan 15th



What Do You Think of This Website?

By the way, the same is true for the Facebook iPhone App. No way to... [Show more](#)

[Adam Jahnske](#) to [Skylar Hartman](#) on Jan 15th

History


Website Enhancement

Amount: \$15,000.00 Expected close date: Dec 23, 2011 Owner: [Gilles Marchand](#)

Created on Jan 15th



Webinar Preparation Meeting

[Skylar Hartman](#), [Jon Ferrara](#) and [Gilles Marchand](#)

Scheduled for Jan 15th from 7:00am to 8:00am



Skylar Hartman
Creative Director, [Nimble](#)



Gilles Marchand
Vice President, [Nimble](#)



Jon Ferrara
President, [Nimble](#)

Social Stream



Book stores need to innovate or perish RT [@januaryoneil](#): CBS Sunday Morning Yet there has never been a time to be a better reader Today at 7:13pm



Happy New Year to everyone!!!!

January at 12:00am - Comment



[Skylar Hartman](#) is now connected to [Zachary Harrison](#)

January at 12:00am



Book stores need to innovate or perish RT [@januaryoneil](#): CBS Sunday Morning Yet there has never been a time to be a better reader Today at 7:13pm



Stainless Browser - Googleless Chrome for the Mac

January at 12:00am

[Show 5 more](#)



Today:



CONVIERTE TU COMUNIDAD EN TUS CLIENTES

TRIAL

GRACIAS

COMO CONTACTAR CONMIGO



EMAIL: DMARTINEZ@SOLUCIONAFACIL.ES



TWITTER: @ DAVIDMCALDUCH

WWW.SOLUCIONAFACIL.ES/CONTACTAR

