



Blackbelt

Social Selling

By Shawna Suckow, CMP

Text “Shawna”
To 33733

- **Definition of insanity?**
- **Insanity 2.0?**





**What IS
Social Selling,
Anyway?**

What Social Selling IS NOT.

BUZZ-WORD MARKETING

salesyness

Massive
Email
blasts

**COLD
CALLING**

**GLOSSY,
MARKETING~
SPEAK
BROCHURES**

Traditional
tactics

What Social Selling IS.

AUTHENTIC MARKETING

being a
real person

Hyper
Personalized
Experiences

**ZERO
COLD
CALLING**

**BACK TO THE
RELATIONSHIP**

Non-Traditional
tactics

The Findings:

**What used to work
doesn't work anymore
(and won't ever again).**



UP NEXT...



**What %
of consumers
trust businesses
LESS than they
did in 2008?**

**More than
90%.**



**Does your verbiage pass the
“B.S. – o – Meter” test?**

- Innovative
- Strategic
- Industry Leader
- State-of-the-Art
- Cost-Effective
- Experienced
- Unique
- Value-Added
- Turnkey
- Full-Service
- The Best



We are **immune to these words.**

We are **distrustful of these words.**

UP NEXT...



DIFFERENTIATION

SOCIAL PROOF

AUTHENTICITY

1.



AUTHENTICITY.



Be a real
person.

TRANSPARENT
LIKEABLE
GENUINE
FLAWED
RELATABLE
=
PEER.

A young woman with long, straight brown hair and bangs is shown in profile, looking upwards and to the left while talking on a black smartphone. She is wearing a white, textured cardigan over a black top and red pants. A necklace with a large, ornate pendant is visible. The background is a blurred outdoor setting with trees and a brick building. A semi-transparent grey banner is overlaid across the middle of the image, containing the text.

CASE STUDY #1:

SIMPLE THINGS



**YOUR
AUTHENTIC
AUTO-REPLY.**

Sent: Sunday, February 1, 2015 7:03 PM

To: The Hive Network

Subject: Automatic reply: Weekly Planner Insight - February 1, 2015

VACATION ALERT!!

Good morning!

In my continued effort(s) to avoid calls to social services, I am flying to Texas to show my son how supportive I can be regarding his football endeavors. I am hoping this will buy me some more time and - maybe - he'll take social services off his speed dial! Of course, this will mean my NOT checking Voice mail NOR E-mail as he keeps an eagle eye on me!

Thankfully, Nicole has, once again, agreed to back me up with any urgent needs. I am sure her e-mail already populates in your system. However, if it doesn't, it's Nicole.QQQQQQQQ@kimptongroup.com. Otherwise, I will respond to your message when I am back in the office on Tuesday, February 3. Thank you so much and stay true to you!



**YOUR
NON-BORING
VOICE MAIL
GREETING.**



**YOUR
ELEVATOR
SPEECH.**

2.



DIFFERENTIATION =

**DON'T LOOK & SOUND
LIKE EVERYONE ELSE.**

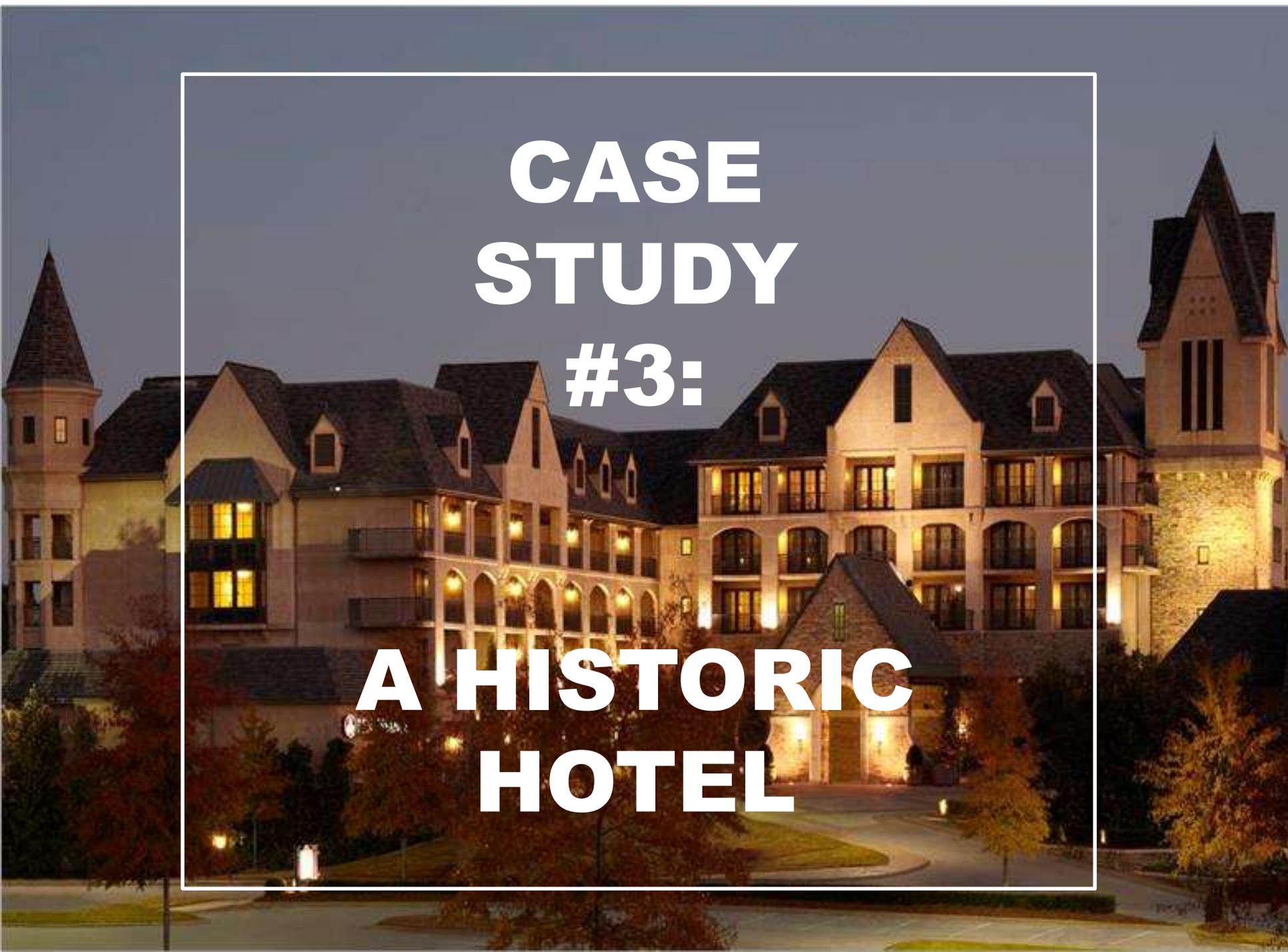




CASE STUDY #2: A MID-SIZE CVB



**HOMEWORK:
REVIEW ANYTHING
OLDER THAN THREE
YEARS.**



**CASE
STUDY
#3:**

**A HISTORIC
HOTEL**



**HOMEWORK:
REVIEW
YOUR PROPOSALS.**

UP NEXT...



Under-utilized Selling Tools

#3: Email

- Questions in Subject Line
- YouTube Custom Messages
- No 'marketing-speak'
- Pictures do speak 1,000 words



Overlooked Selling Tools

#4: Your Email Signature Block

- Your Photo
- Location Photo
- Links to Endorsements, Videos
- Social Links
- Quote
- YouTube self-introduction
- Make it all ONE GRAPHIC



Overlooked Selling Tools

#4: Your Email
Auto-Reply!!



3.





VIDEO TESTIMONIAL PRACTICE



SKYPE TOUR PRACTICE

UP NEXT...





LinkedIn

#1: Your LinkedIn Profile!!

- Your Photo
- Your Title
- Your Summary!!
 - An example of what NOT to do...



Background



Summary

It's all about driving revenue, having fun and winning everyday !

With over 25 plus years in the hotel industry and over 15 years directly involved in driving revenue and leading revenue and marketing strategies, it is fulfilling to achieve results personally and professionally with those on our team.

Being creative and strategic with marketing and always staying ahead of the competition provides strong motivation to keep winning.

All the above does not happen without solid relationships with the people I work with and in the community. Especially in Colorado !

As the Director of Sales & Marketing, I'm responsible for exceeding revenue goals, building sales teams, sales team achievement, executing marketing and public relations tactics, leading revenue strategies and beating the competition. My business philosophy is to strive for constant improvement using my experience with over 30 different markets and hotel types, solid analytical skills, passion to win, and having fun.

Personally, I'm married, the proud father of two. I'm passionate about life and truly live by "working hard and playing hard" by enjoying everything Colorado has to offer.

MEE
NEW

Enjoy a 2
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of your c

LEARN

stary
H
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People A



#1: Your LinkedIn Profile!!

- Links to YouTube Testimonials
- How you connect...
 - No generic invitations!
 - After we connect, then what?





Skype

Under-utilized Selling Tools

#2 Skype

- Virtual/Live Tour
- Take me to the Scarecrow Festival!
- Show me how other customers do it
- Webcam/Gift Card



UP NEXT...



Overlooked Selling Tools

#6: Twitter

- Worth your time?



UP NEXT...



Overlooked Selling Tools

#7: Instagram

- Worth your time?



UP NEXT...



Overlooked Selling Tools

#5: Pinterest

- Worth your time?



ShawnaSuckow.com

SPEAKER • AUTHOR • CUSTOMER EXPERT

Thanks!

